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ABSTRACT

A catalog of 205 descriptions of college programs to recruit and retain adult learners is presented, based on a national survey, "Attracting and Retaining Adult Learners" (ARAL), conducted in 1980 by the American College Testing Program. In addition to a brief program description, each program form provides information on the type of program, the target group, the primary purpose, satisfaction with the success of program, the estimated effectiveness of the program, and the contact person's name and telephone number. Mean satisfaction and effectiveness rankings for program categories and for target groups are displayed by institutional type. A cross-reference index is arranged by target group categories. Program categories are: registration; admissions; curricular innovations; administrative structure; financial aid; counseling; course offerings; orientation; skill development; class scheduling; marketing; recruitment; outreach; student services; academic advising; program evaluation; funding; career planning; support; and placement. Target groups include: nontraditional adults; part-timers; employed persons; public school teachers/administrators; career changers; the unemployed; first-time students; reentry students; high risk students; and currently enrolled students. (SW)

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ED256260

The ACT
National Center
for the Advancement
of Educational Practices

Attracting and Retaining Adult Learners (ARAL)

Program Descriptions

A compilation of selected program descriptions taken from the 1980 ARAL survey

HE018325

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ACT

A national survey, "Attracting and Retaining Adult Learners," was conducted by The ACT National Center for Educational Conferences (now The ACT National Center for the Advancement of Educational Practices) in winter 1980. The purpose of ARAL was to identify, analyze, and report on campus practices that have been successful with adult learners.

The ACT
National Center
for the Advancement
of Educational Practices

A Word about the Center

The ACT National Center for the Advancement of Educational Practices has been created to collect, analyze, and disseminate information about crucial educational issues. Following ACT's tradition of service to education, the National Center offers programs and seminars of interest to the educational community.

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CATALOG OF SUCCESSFUL CAMPUS PRACTICES FOR ADULTS

INTRODUCTION

This Program Description Catalog is an outgrowth of a national survey, "Attracting and Retaining Adult Learners" (ARAL), conducted by The American College Testing Program in spring, 1980. The primary objectives of the survey were to:

1. identify institutions which had taken positive and creative steps towards meeting the special needs of adult learners;
2. describe the institutional innovations currently in use and analyze the extent to which they are deemed to be both satisfactory and effective in that setting; and
3. provide catalog descriptions of successful, innovative endeavors and disseminate the results among institutions so that practitioners newly acquainted with the needs of adult learners might be provided with a resource network.

The results of the accomplishment of these objectives are described in two ARAL publications: This Program Description Catalog, and a Summary of the Findings. Responses to the ARAL Survey were received from 517 out of 1554 postsecondary institutions sampled, for a response rate of 33%. This response rate was found to be acceptable because many postsecondary institutions are just now consciously beginning to consider providing programs and services for adults.

A primary focus of the survey was the determination of the nature and satisfaction with specific programs, services, and activities instituted to improve the recruitment and retention of adult learners. Data on these action programs were garnered through the use of Program Description Forms which instructed institutions to structure their response by providing the following information for each exemplary program:

Program category
Primary purpose(s)
Target group
Program description
Satisfaction with success of program
Estimated effectiveness of program

Space limited the amount of information that could be detailed on the form. However, a complete reference has been included so that further information can be obtained directly from the contact person listed. These persons have indicated their willingness to share their program descriptions with others.

The catalog contains 205 Program Description Forms selected from the 782 forms that were submitted by 316 of the 517 institutions that participated in ARAL. The Program Description Forms are unedited, and appear as submitted. The primary criteria used in the selection of forms for inclusion in the catalog were: "satisfaction with program"; "effectiveness of program"; uniqueness; and applicability to other campuses. Many worthy additional activities were reported by institutions. Regretfully not all could be included in this catalog. For further reference, a complete listing of institutions who submitted Program Description Forms is contained in the Appendix.

How To Use the Catalog

The Program Description Forms are organized into program category groups. The order in which the program category groups are presented in this catalog reflects the relative satisfaction by institutions with the program they described. Table 1 presents the program category groups in order of mean ranked satisfaction. This order is also reflected in the Table of Contents which lists the program categories and the pages on which each may be found. Additional information on the ranked satisfaction and effectiveness can be found in Tables 2-5. In these tables, mean satisfaction and effectiveness rankings for program categories and for target groups are displayed by institutional type. This information should be useful to institutions interested in identifying the program categories and target groups which have been particularly successful in institutions similar to their own.

In addition to the Table of Contents, a cross reference index has been prepared which is arranged by target group categories and shows the pages on which each can be found within a given program category. It should be noted that in many cases there is a great deal of overlap between both program categories and target groups. For example, women students serve as a major target group for several categories: orientation, counseling, and student services.

This catalog presents selected action programs which we hope will serve as a guide to institutions interested in devising programs appropriate to their own campus conditions and needs. For best results, institutions interested in adding or modifying services or programs for adults may want to begin with a period of analysis in which patterns of adult enrollment and adult needs are determined. It is unlikely that even a successful program on a specific campus could be duplicated in the same manner and with the same results in another institution. Similarities do exist, of course, and if adapted to fit local conditions any or many of the programs included in the catalog could be useful to an institution not already engaged in such an effort. The examples of programs found in this catalog might serve as a catalyst to stimulate creative thinking on your campus, resulting in the adoption of an approach that will work best for you.

The institutions who participated in the study are to be commended for their hard work, creative thinking, and deep concern for helping adult students. Appendix A contains a list of all institutions that submitted one or more Program Description Forms. Following the name of each institution, the program category and target groups are identified. We sincerely appreciate their willingness to share their efforts on behalf of students everywhere.

Lee Noel
Executive Director
The ACT National Center for the
Advancement of Educational Practices

Randi Levitz
Assistant Director
The ACT National Center for the
Advancement of Educational Practices

TABLE 1

Program Categories in Order of Ranked Satisfaction

	Total N of Program Description Forms	Mean Ranked Satisfaction
Registration	31	4.6
Admissions	38	4.2
Curricular Innovations	45	4.2
Administrative Structure	19	4.2
Financial Aid	39	4.0
Counseling	73	3.9
Course Offerings	71	3.9
Orientation	57	3.9
Assessment of Prior Learning	38	3.9
Skill Development	24	3.9
Class Scheduling Options	79	3.8
Marketing, Recruitment, Outreach	93	3.7
Student Services	37	3.7
Academic Advising	31	3.7
Program Evaluation	11	3.7
Funding	9	3.6
Career Planning	32	3.4
Faculty Development	10	3.4
Support	20	3.3
Placement	9	3.2

NOTE: Satisfaction Ranking based on a scale of 5 (high) to 1 (low).

(Because of the selection criteria, not all program categories are included in the manual.)

TABLE 2

Mean Ranked Satisfaction of Program Category by Type of Institution

	N Number of Programs Forms in Category	Total Mean Ranking for Category	2-Year Public	2-Year Private	4-Year Public	4-Year Private	Other
Marketing	93	3.7	3.8	3.3	3.6	3.9	2.8
Admissions	38	4.2	4.5	4.0	3.8	4.6	4.3
Orientation	55	3.8	3.6	3.0	3.8	4.2	4.5
Counseling	67	3.9	3.9	3.0	3.7	4.1	4.0
Registration	31	4.6	4.5	4.0	4.6	4.7	5.0
Advising	31	3.7	3.3	4.0	4.0	3.8	1.5
Scheduling	73	3.7	3.1	4.0	3.7	4.1	3.8
Student Services	18	3.9	4.4	0	3.6	3.7	0
Financial Aid	39	4.0	3.4	4.0	3.8	4.1	5.0
Career Planning	32	3.4	2.9	0	3.7	4.7	0
Placement	9	3.2	4.0	0	4.0	3.0	0
Course Offerings	65	4.0	4.3	0	3.7	3.9	4.4
Curricular Innovations	45	4.2	4.5	0	4.3	4.1	4.0
Faculty Development	10	3.4	3.5	0	3.7	5.0	0
Administrative Structure	19	4.2	4.0	0	4.5	4.7	4.0

Assessment Prior Learning	38	3.9	4.5	0	3.6	4.3	0
Skill Development	21	4.0	3.9	0	4.0	3.0	5.0
Program Evaluation	11	3.7	0	0	3.8	4.3	2.5
Funding	9	3.6	4.5	0	2.5	3.3	5.0
Institutional Support	20	3.3	3.7	0	2.6	4.0	4.0
* Personal Development (Course Offerings, Skill Dev.)	9	3.1	3.0	0	5.0	4.0	2.5
* Student Needs (Student Services)	11	3.6	4.5	0	2.4	4.3	5.0
* Educational Brokering (Orientation)	2	4.5	0	0	4.5	0	0
* Day Care (Student Services)	8	3.9	3.7	0	5.0	2.5	5.0
* Peer Interaction (Counseling)	7	4.4	4.0	0	4.3	0	5.0
* Campus/Class Location (Scheduling)	6	4.8	4.0	0	5.0	5.0	5.0
N of Programs	770		156	13	318	204	60

NOTE: Satisfaction ranking based on a scale of 5 (high) to 1 (low).

* Forms for programs listed below the line can be found in the catalog in the category noted in parentheses.

TABLE 3

Mean Ranked Satisfaction for Target Group by Type of Institution

	N Number of Programs Forms on Target Group	Total Mean Ranking for Target Group	2-Year Public	2-Year Private	4-Year Public	4-Year Private	Other
Adults	135	3.9	3.7	0	3.9	3.9	4.0
Part-time	43	4.0	4.3	0	3.6	4.5	4.5
Full-time	2	5.0	0	0	5.0	5.0	0
Employed	66	3.6	4.0	3.5	3.5	3.6	3.3
Public School Teachers/ Administrators	13	3.9	5.0	0	4.4	4.7	0
Mid-career Advancement	36	4.4	3.0	5.0	4.7	4.6	0
Career Change	14	2.6	3.0	0	3.6	4.0	1.3
Unemployed	5	3.4	3.3	0	0	4.0	0
First-time, no prior college	38	4.2	4.3	4.0	4.3	3.9	4.7
Re-entry, prior college	45	4.0	3.5	0	3.7	4.6	0
High Risk Admissions	20	3.8	4.1	0	4.4	2.5	0
Currently Enrolled	89	3.8	3.7	4.0	3.8	3.7	3.7
Not Currently Enrolled	116	3.8	3.8	3.5	3.9	3.9	4.0
Women	49	4.2	4.3	0	3.6	4.4	4.0
Senior Citizen	32	3.8	4.0	0	3.5	3.8	4.5

Minority/Ethnic	6	4.5	5.0	0	4.3	5.0	0
Veterans/Military	4	4.3	4.0	0	5.0	0	0
Professional Certification	16	4.2	4.3	0	4.3	4.0	4.3
Students who have withdrawn	3	4.3	4.5	0	0	4.0	0
Personal Development	10	3.2	2.3	4.0	4.3	2.7	0
N of programs for all target groups			154	13	303	201	55

NOTE: Satisfaction ranking based on a scale of 5 (high) and 1 (low).

TABLE 4

Mean Ranked Effectiveness of Program Category by Type of Institution

	N Number of Programs Forms in Category	Total Mean Ranking for Category	2-Year Public	2-Year Private	4-Year Public	4-Year Private	Other
Marketing	93	3.5	3.6	2.3	3.5	3.8	2.7
Admissions	38	4.0	3.3	4.0	3.8	4.6	4.3
Orientation	55	3.5	3.0	3.0	3.6	3.8	4.5
Counseling	67	3.82	3.6	3.0	3.7	4.4	4.0
Registration	31	4.4	4.5	4.0	4.2	4.7	5.0
Advising	31	3.7	3.0	4.0	3.8	3.6	4.0
Scheduling	73	3.7	3.3	4.0	3.8	4.0	3.8
Student Services	18	3.7	3.9	0	3.4	4.3	0
Financial Aid	39	3.7	3.4	4.0	3.3	3.9	5.0
Career Planning	32	3.6	3.7	0	3.6	4.5	0
Placement	9	3.4	4.5	0	4.0	3.0	0
Course Offerings	65	4.0	4.3	0	3.6	3.8	4.6
Curricular Innovations	45	4.2	4.8	0	4.3	3.7	4.0
Faculty Development	10	3.1	4.0	0	3.0	5.0	0
Administrative Structure	19	4.0	2.5	0	4.5	4.5	4.0
Assessment Prior Learning	38	3.7	4.5	0	3.3	3.9	5.0

Skill Development	21	4.1	4.4	0	3.3	3.0	4.7
Program Evaluation	11	4.2	0	0	3.8	4.3	5.0
Funding	9	3.7	4.5	0	2.5	3.5	5.0
Institutional Support	20	3.2	3.7	0	2.5	4.0	4.0
* Personal Development (Course Offerings, Skill Dev.)	9	3.1	3.0	0	5.0	4.0	2.5
* Student Needs (Student Services)	11	3.5	4.0	0	2.2	4.7	5.0
* Educational Brokering (Orientation)	2	1.5	0	0	1.5	0	0
* Day Care (Student Services)	8	3.5	4.3	0	5.0	2.5	0
* Peer Interaction (Counseling)	7	4.3	4.5	0	4.0	0	5.0
* Campus/Class Location (Scheduling)	6	4.5	4.0	0	4.5	5.0	4.0
N of Programs	770		155	13	318	204	60

NOTE: Effectiveness ranking based on a scale of 5 (high) to 1 (low).

* Forms for programs listed below the line can be found in the catalog in the category noted in parentheses.

TABLE 5

Mean Ranked Effectiveness for Target Group by Type of Institution

	N Number of Programs Forms on Target Group	Total Mean Ranking for Target Group	2-Year Public	2-Year Private	4-Year Public	4-Year Private	Other
Adults	135	3.7	3.5	0	3.8	3.5	4.0
Part-time	43	3.7	4.0	0	3.4	4.0	4.5
Full-time	2	5.0	0	0	5.0	5.0	0
Employed	66	3.5	4.2	2.0	3.4	3.6	3.3
Public School Teachers/ Administrators	13	3.9	5.0	0	4.4	5.0	0
Mid-career Advancement	36	4.4	4.3	2.0	4.6	4.5	0
Career Change	14	2.1	3.0	0	2.6	3.0	1
Unemployed	5	4.4	4.5	0	0	4.0	0
First-time, no prior college	38	4.0	3.9	4.0	4.0	4.0	4.7
Re-entry, prior college	45	4.0	3.5	0	3.9	4.3	0
High Risk Admissions	20	3.6	4.1	0	3.8	2.0	0
Currently Enrolled	89	3.9	3.9	4.0	3.9	3.7	4.4
Not Currently Enrolled	116	3.7	3.7	3.5	3.6	4.0	4.0
Women	49	3.8	3.3	0	3.5	4.5	1.5
Senior Citizen	32	3.6	4.2	0	3.1	3.8	4.5

Minority/Ethnic	6	3.8	5.0	0	2.7	5.0	0
Veterans/Military	4	4.3	4.0	0	5.0	0	0
Professional Certification	16	4.3	4.5	0	4.3	4.0	4.3
Students who have withdrawn	3	4.3	4.5	0	0	4.0	0
Personal Development	10	3.1	2.3	4.0	4.3	2.3	0
N of program forms for all target groups			154	13	303	201	55

NOTE: Effectiveness ranking based on a scale of 5 (high) to 1 (low).

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Employed: 12, 22-24, 36-37, 56, 78, 93, 127, 134-139, 154, 160, 187, 198-199

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Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Registration Procedures

Primary Purpose(s)

Simplify the registration process and make it easier for adults to register for courses.

Target Group

Adult students

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

The College has made a commitment to mail-in registration forms. Mail-in registrations are given priority processing by the Student Records Office and are accepted before walk-in registrations are begun. All advertising, including the bulk mail brochure, stresses mail-in registration. Where possible, registration blanks are included in printed material.

This emphasis on mail-in registration has shifted registration from walk-in to mail-in and has increased our ability to predict which classes will fill and which will have to be cancelled.

We have also streamlined the registration process, adopted a single sheet registration form, and added staff at peak times to process the influx of mail-in registrations.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The revisions have made it easier to register and have given the staff more time in which to make course management decisions.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

We would like to increase our commitment to mail-in registrations by adopting advanced computer processing techniques, utilizing credit cards, implementing telephone registrations, and increasing our distribution of registration forms through expanded direct mail announcements of our courses.

May the contents of this form be shared? Yes X No____

Your name Dr. Russell C. Mauch Title Dean for Community & Continuing Education

Telephone (717) 326-3761 Institution Williamsport Area Community College

Address 1005 West Third Street

City Williamsport State PA Zip 17701

BEST COPY AVAILABLE

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Registration Procedures

Primary Purpose(s)

To make registration as easy as possible for students going through CERC.

Target Group

The student who cannot always come in to the office to register.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

The CERC office tries to make registration as accessible as possible. During fall, winter and spring quarters we have phone-in and in-person registration 8 weeks before the quarter begins. Three weeks during the quarter students may register by phone or in-person until 7:00 p.m. During the summer quarter we issue a summer bulletin which contains mail-in registration forms. We also have phone and in-person registration. During each quarter we have a registration day at General Hospital especially for their employees. This enables them to register within their area of employment and take advantage of their Tuition Remission. Each fall quarter we go to many industries (e.g. Cincinnati Bell, CG&E, General Motors) to do on-site registrations. This also enables these employees to register at their area of employment. They are billed through the mail and payment is made by mail.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Enroll about 12,000 students per year through CERC.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Students consider this method of registration easy and convenient.

May the contents of this form be shared? Yes X No ___

Your name Margaret [illegible]yer Title Unit Dir. Regist. & Records

Telephone (513) 475-6932 Institution Univ. of Cincinnati

Address

City Cincinnati State Ohio Zip 45221

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Registration Procedures

Primary Purpose(s)

Provide part-time adult learners, registering for 6 semester hours or less, an evening registration period which permits persons to complete the task in less than 30 minutes.

Target Group

Part-time adult learners

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

Express registration is offered one evening during registration period. Only part-time, non-degree students are permitted to register at this time. All such who attended the previous semester are mailed registration forms two weeks before registration. The form permits students to list essential course information. Person picks up course cards from department representative and pays fees (10-15 minutes).

New students and returning students must fill out form and opscan sheet, be checked against data base before picking up course cards and paying fees (15-30 minutes).

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Shorter time in registration

Estimated effectiveness of program Low 1 2 3 4 5 [✓ High]

Please explain:

Increase in adult enrollment

May the contents of this form be shared? Yes X No

Your name Dr. Kenneth K. Martin Title Head, Institutional Studies & Testing

Telephone (907) 479-7821 Institution University of Alaska, Fairbanks

Address 116 Bunnell

City Fairbanks State Alaska Zip 99701

BEST COPY AVAILABLE

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Recruitment and registration of employees of businesses and agencies

Primary Purpose(s)

To facilitate the registration of employees of businesses and agencies in the Portland metropolitan area.

Target Group

Employees of businesses and agencies.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Prior to the beginning of each term, complete registration materials are sent to over 100 businesses and agencies. Employees select desired classes, complete registration materials, and return to their employers. The employers send the registration materials back to the University for expedited processing. The University then confirms each student's schedule and bills the student by mail. The student may pay tuition and fees by mail, or submit the bill to his employer in the case of businesses or agencies which pay tuition for employees.

Representatives from Portland State University visit participating businesses and agencies periodically to discuss educational opportunities at Portland State with employees.

Students may enroll for up to 6 credits per term without being formally admitted to the University.

Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

This program has been underway for several years and has generated a very high response from employees of participating businesses and agencies.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

The key factor from the student's point of view is the convenience this program offers. Businesses and agencies like the program because it encourages their employees to further their college education. Being able to enroll for up to 6 credits per term without being formally admitted is particularly attractive to students not seeking a degree.

May the contents of this form be shared? Yes X No

Your name Jim F. Heath Title Dean of Undergraduate Studies

Telephone (503) 229-3424 Institution Portland State University

Address

City Portland, State Oregon Zip 97207

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Registration

Primary Purpose(s)

To allow students to register easily for class.

Target Group

Full-time and part-time students who wish to register for off-campus courses.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

Off-campus students may register by mail, by phone or in-person. Fees can be paid by credit card.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Student response overwhelming. Students ask "Why are they making it so easy for us?" "This is so simple, I thought it would be so complicated to register for the university." Enrollments significantly increased.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Continue program at present level.

May the contents of this form be shared? Yes X No

Your name Gerie Lerner Leshin Title Coordinator ASU Metrocenter
Telephone (602) 246-6060 Institution Arizona State University
Address 9615 Metro Parkway West
City Phoenix State AZ Zip 85021

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Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Registration procedures

Primary Purpose(s)

To allow Weekend College students to register in the most efficient manner possible within certain institutional parameters. To reduce the number of visits to campus that Weekend College students must make.

Target Group

Weekend College students, new and returning.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

Advising and registration is a one-step process at Our Lady of the Lake University. A core of advisors, trained and experienced, handle all the advising for Weekend College students in one central location. New and returning students come to be advised and once the registration forms are completed they are considered to be registered. There are no time permits (advising is done by appointment during the week, in the evenings, or on weekends), no lines, no problems with classes being closed, etc.

Students fill out appropriate forms for parking decals, tuition payment arrangements, and receive their assignments for the first weekend of classes all at the same time. Furthermore, the books the students will need for the classes are also available at this location and the advisors sell them immediately upon completion of the students' advising. In this manner, the inconvenience of making numerous trips to the campus is kept to a minimum.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Process seems to work very well. Students find the convenience feature very attractive.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Centralization of advising and registration functions allows control over class enrollments, reduces confusion and frustration to the very minimum; selling books as part of the same step helps retention because students make a commitment which would otherwise be put off and perhaps never made. System seems to be as efficient as anything we have ever devised.

May the contents of this form be shared? Yes X No __

Your name Dr. Antonio Rigual Title Assistant Academic Dean

Telephone (512) 434-6711, ext. 287 Institution Our Lady of the Lake University

Address 411 S.W. 24th Street

City San Antonio State Texas Zip 78285

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Registration Procedures

Primary Purpose(s)

To simplify the procedure for enrolling in our programs, while at the same time providing better, yet concise, information about the institution.

Target Group

Adult full-time and part-time undergraduate and graduate students.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Starting with registration for Summer Session 1980, adult students, whatever their enrollment status, will receive with the master schedule a clip-out registration form that they can mail in, with payment if they wish, which obviates the need to appear at the office or at formal registration. The schedule also contains a clear and very concise instructions and information section that emphasizes access to programs and convenience for enrollment.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

This change has certainly been well-received by our students, which enhances morale and the image of the College. It has also enabled the institution to re-examine registration procedures. Further, it cuts down the envelope stuffing and other odd jobs generated by inefficient registration procedures, as well as crowds at registration.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

It has improved access for students, student morale is enhanced, better information is provided for students, registration is smoother on both the mail-out and receiving ends, general registration becomes less of a problem.

May the contents of this form be shared? Yes X No ___

Your name Dr. W.J. Lowe Title Director, Continuing and Graduate Ed.

Telephone (607) 753-4207 Institution State University of NY at Cortland

Address Graham Avenue

City Cortland State NY Zip 13045

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Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Registration Procedures

Primary Purpose(s)

To enhance and encourage registration on the part of "older adults."

Target Group

Older Adults (Retirement Age - whether retired or not)

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

1. Larger type (for older eyes)
2. Register by mail
3. Register in class

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Enrollment has increased significantly, while other community colleges in the area have decreased.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

See above

May the contents of this form be shared? Yes X No ___

Your name Neel Buell Title Director, Emeritus Institute

Telephone (714) 963-0811 Institution Coastline Community College

Address 10231 Slater Avenue

City Fountain Valley, State California Zip 92708

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Admissions Materials and Procedures

Primary Purpose(s)

1. To provide information for returning students (Gameplan brochure)
2. To provide an access for adults whose previous academic credentials are not up to the minimum guidelines for admissions (Project EONS - Educational Opportunities for Nontraditional Students)

Target Group

1. All nontraditional students contemplating a return to college.
2. EONS - Adults who have been successful in work and life experiences and who seem like a good risk in spite of a previous poor academic record.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

1. Gameplan
2. The Project EONS was begun in 1976. Adults who applied for admissions or came in for an interview with academic records below that which we could justify for admission into a competitive university. Criteria to fit within this program includes: (1)Being over the age of 21, (2)Hiatus of 3 yrs. from formal education, and (3) A GPA below the minimum requirements of the University. A completed file for admission processing included a personal statement, letters of recommendation, SCAT scores, official transcripts, and a personal interview with a counselor involved in the committee decision on admissions. Once admitted the students are required to complete the Edwards Personnel Preference Schedule and a questionnaire on background information. These are used for follow-up reserach on the success of the program. Students are assigned a designated counselor to follow through with academic advising and are encouraged to keep in touch with the director of the EONS program. To date, 50 students have been admitted through the program and 4 have graduated. It is an extremely successful program.

Satisfaction with success of program Low 1 2 3 4 5 [✓ High]

Please explain:

Only two students have earned less than a 2.0. The average GPA is 2.8. Several students are outstanding students with very high grade point averages. The personal satisfaction of the students is very high.

Estimated effectiveness of program Low 1 2 3 4 5 [✓ High]

Please explain:

Without the EONS program, we would not have been able to admit these adults to UM. The personal rewards of the students for being given the opportunity of being a student at UM and being successful are fantastic. The effectiveness of the program in demonstrating to the faculty that academic success cannot always be measured by previous performance as a student right out of high school has been very good.

May the contents of this form be shared? Yes X No ___

Your name Marilyn McKinney Title Assistant Director of Admissions

Telephone (313) 764-2573 Institution The University of Michigan

Address 1220 Student Activities Building

City Ann Arbor State Michigan Zip 48109

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Admission procedure

Primary Purpose(s)

To help select students who will succeed and graduate from Tufts.

Target Group

Men or women, over 25 years of age, with or without previous college experience who will be able to attend school full time after the initial semester. The program is particularly responsive to those who have assumed leadership roles in the community.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

After receiving a completed application, the Continuing Education Office sets up an interview for the prospective student with a small group of currently enrolled Continuing Education students. Because the C.E. students have to take classes with the other Tufts undergraduates and fulfill the normal requirements for graduation, knowledge of the Program, its demands and supports, are very important.

This interview is used as an information getting session for both the prospective student and the C. E. team. All aspects of the individual's previous experience are evaluated and a recommendation is then passed on to the Director of the Undergraduate Continuing Education Program. She in turn reviews the application and makes a final decision.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The time commitment, expense, and academic work are all very consuming, but only a few drop out completely. The selection process must be doing something right.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The students have the highest regard for the Program and consider the group evaluation process most important. The people selected for the program soon volunteer to be part of the interviewing process themselves. A special warmth for the Program comes from this peer relationship.

May the contents of this form be shared? Yes X No

Your name Robyn Gittleman Title Administrative Director

Telephone (617) 623 5000 Ext. 448 Institution Tufts University, Experimental College

Address 38 Professors Row

City Medford State MA Zip 02155

Report Form **Attracting and Retaining Adult Learners** BEST COPY AVAILABLE

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Admissions procedures and materials

Primary Purpose(s)

To provide direct academic program services. To make them more visible and available at times when part-time students need them.

Target Group

New and continuing part-time degree students

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

In July 1978 a Part-time Matriculant Services Office was established within the Extension College. This office coordinated academic and admissions services previously under the Full-time Admissions Office. By physically being "where the action is" the PTM Services Office is much more accessible to students and thus, serves as a more effective liaison for students as they deal with other elements of the college. The PTM Services Office admits students to the degree program, facilitates transfer evaluations through the Registrar's Office, and serves as a liaison with academic departments in their dealings with part-time matriculated students.

Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

The centralization of admissions and academic services appears to have benefited part-time students, particularly those who have neither the time nor ability to bounce between several day college offices.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

The Part-time Matriculated program has grown dramatically over the last 10 years. Students move freely and without academic penalty from a full-time to part-time or part-time to full-time status. The majority of students in the undergraduate Extension College identify themselves as matriculated degree students. 90% have expectations of completing a degree at the college as part-time students.

May the contents of this form be shared? Yes X No ___
Your name Walter S. Truscinski Title Asst. Director of Extension College
Telephone (203) 827 7422 Institution Central Connecticut State College
Address 1615 Stanley Street
City New Britain State CT Zip 06050

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Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Admissions materials and procedures

Primary Purpose(s)

To increase the enrollment of adult degree seekers, and to facilitate the admissions procedure for the prospective student.

Target Group

Employed adults who need evening degree-track courses to complete a degree begun at an earlier date (junior standing is necessary to complete a bachelor's degree in the evening).

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

1. Open enrollment in a wide range of regular credit classes offered in the evening. If regular standing is granted later, up to 16 such undergraduate and 12 graduate units may apply toward a degree. This policy permits adults to sample various majors to test their aptitude and interest under "real" conditions. An added spin-off is enrollment by adults who only want to take a class or two, but want the rigor of regular credit classes.

2. For the degree seeker, much of the pre-admissions counseling is handled by telephone, (9 a.m. to 9 p.m.), which saves the working adult several trips to the campus. Our new adult students typically have completed one to three years of college work previously and their questions relate to transferability of credits, applicability of prior units toward a given degree, length of time to complete, etc. We handle general and preliminary questions by telephone, the transcript is sent to us, we evaluate it and telephone the prospective student with a prognosis. In-person counseling is welcomed at any time in the process, but most busy working adults prefer to wait until it is ascertained that they will probably enroll. If they wish to apply for admission before enrolling, our personnel personally interface with admissions office staff to facilitate what is sometimes a problematical and slow process.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

1. Open enrollment. Not possible to quantify because its availability has not been publicized until this year; however, a 30% increase was achieved over the previous year.

2. Pre-Admission Service. 65% of those who reach in-person counseling stage enroll.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Preliminary (1 year) efforts have been so promising, that a very high degree of success seems likely. Almost uniformly, students enrolled have said they would have done so earlier had they known of the program and services.

May the contents of this form be shared? Yes X No___

Your name Carolyn Heine

Title Director of Evening College Recruitment/Plann

Telephone (213) 741-2641

Institution University of Southern California

Address College of Continuing Education, ADM 351 University Park

City Los Angeles

State California

Zip 90007

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Admissions materials and procedures

Primary Purpose(s)

To remove as many of the barriers that interfere with adult students reaching the "admitted" stage of returning to college.

Target Group

Adults who want to return to college but who have been away from the academic world for a number of years.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

At the time Coe initiated a program for non-traditional students a review of the entire process of getting a student from initial inquiry to class enrollment was undertaken. As a result a variety of anxiety defusing procedures were initiated. Advertising gave the name of the Coordinator to contact, so the person calling or stopping by knew they were to see or talk with a specific person rather than an office. The Coordinator of Continuing Education was located physically in the Admissions Office so she could be the first contact for any adult seeking admissions office. All office personnel were sensitized to the needs, fears and concerns of adults who may have been away from a campus for many years. The admissions form was redesigned to reflect the situation of the adults applying. ACT/SAT tests are not required for anyone over 25; if high school record is questionable, or college past experience is, student is admitted as a "non-degree" student (rather than being on probation) until they have completed 2 classes with C or better. On first visit students are made aware that they can take part in study skill brush-up sessions, work with career planning staff in the (over)

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Student comment continues to endorse the caring atmosphere they encountered in the admissions process and the lack of red tape.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Followup procedure continues to bring in students who might procrastinate after the initial inquiry.

May the contents of this form be shared? Yes X No

Your name Dorothy Hinman Title Coordinator of Continuing Education

Telephone 319 399-8500 Institution Coe College

Address

City Cedar Rapids State Iowa Zip 52402

Coe College Program Description cont'd.

counseling center before they enroll. This is extremely important, since many are hesitant about even starting a program until they are sure they can study in an effective manner and if they are unsure about career goals. A followup phone call is made a week after campus visit to offer support and encouragement, and this is repeated as necessary. These adults are invited to participate in any special programs being held for current adult students to provide an opportunity to meet those who have already taken the step. This is especially important for women who have been in the home for a number of years and may have some doubts about their ability to succeed in this new venture.

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Admission materials and procedures

Primary Purpose(s)

To assist the adult learner in finding an easier path through all of the "red tape" of the admissions process.

Target Group

Individuals who are at least 25 years of age and who are re-entering an undergraduate program after an interruption of from one to many years in their educational process.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

Older returning students are given the opportunity to have the required SAT test waived on the basis of living skills and work experience. They are also given a special publication, "The ABC Guide", to assist them and to answer questions they may have about returning to school. This publication gives information about the academic, basic survival, and community aspects of continuing education. Students are also referred to the "Services for Women and Returning Students" Office for additional assistance and counseling.

Only those students who seek out this service by asking questions or turning in their applications in person to the Admissions Office are given this help/

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Success is high for those who avail themselves of this opportunity, but because it depends on the applicant to pursue the service, and we find returning students somewhat shy about making special requests or asking for special help, another method might be more successful. Our advertising of the fact that this help is available is limited to a brief statement in a general information publication.

Estimated effectiveness of program Low 1 2 3 4 5 [✓ High]

Please explain:

The program is very effective and efficient for those applicants who learn about it and use it.

May the contents of this form be shared? Yes X No __

Your name Mervyn W. Stelter Title Director, University Planning & Analysis

Telephone (817) 788 2300 Institution North Texas State University

Address P. O. Box 13826

City Denton State TX Zip 76203

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item ° for category titles)

Admissions materials and procedures

Primary Purpose(s)

To simplify the admissions process for adults returning to college or attending college for the first time.

Target Group

Adult sutdents attending classes either during the day or at night.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Most adult learners are attending classes on a part-time basis, and most have not opted for a degree program. Therefore the category of "special student" was developed for them. The "special student" application is a streamlined, one-page admissions form that does not require an appointment with admissions or scrutiny by the admissions committee. A student may fill the form out in the office of continuing education and register the same day. If a "special student" later opts for a degree program, he then goes through the regular admissions process. But a student may take as many courses as he wishes as a "special student".

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

The process is a comfortable one for adults unaccustomed to a college environment.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

We received few complaints of administrative entanglement and red-tape from adult students.

May the contents of this form be shared? Yes X No___

Your name Dr. James T. Bain Title Associate Dean for Continuing Education

Telephone (601) 354 5201 Institution Millsaps College

Address 1701 North State Street

City Jackson State MS Zip 39210

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item º for category titles)

Simplified Admissions

Primary Purpose(s)

Allow adults an opportunity to "prove" they can do college work.

Target Group

Individuals who would not normally meet admission requirements.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

We offer an identical degree through our day and evening sessions. Adults with a poor performance record at age 18 are given a "credit no degree" option for a maximum of 15 credit hours. If they are successful, credit earned and all allowable transfer credit are applied toward graduation requirements.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High
Please explain:

Most students perform well. Nearly all appreciate the opportunity.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High
Please explain:

We have increased our enrollment.

May the contents of this form be shared? Yes X No

Your name Frederick DeCasperis Title Director of Evening Session
Telephone (518) 783 2341 Institution Siena College
Address
City Londonville State NY Zip 12211

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item ° for category titles)

Admission materials and procedures

Primary Purpose(s)

To facilitate the enrollment of the adult woman student by removing some of the usual obstacles to enrollment and to reduce her level of anxiety about college by fortifying her with information, role models and counseling before she makes the decision.

Target Group

Adult women who can attend college during the day.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

We use as a mail piece a special PORTAL (Program of Return to Advanced Learning) brochure aimed specifically at the adult woman who has been out of school for at least 4 years. Photos and stories of past and present students give her a role model to identify with. Her many questions and concerns are anticipated and are addressed in such a way that she feels confortable with the idea of going to college as an adult. Admissions procedures are simplified for her. The application form is concise and free of academic jargon. No SAT's or recommendations are required. When a student contacts the PORTAL office, the brochure, application, cover-letter, and any other special interest materials (like information on financial aid, CLEP, descriptions of special programs like the BS in Nursing for RN's, etc) are sent out within 24 hours. She is encouraged to come in for a personal inverview. 75% of all students enrolling have had a personal interview. Through active listening it is often possible to help the student clarify her own goals, set priorities for herself, and make decisions among the various alternatives offered. The personal interview is the decisive factor for many students.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

We have a 20% conversion rate from all our inquiries, i.e. 20 out of 100 students inquiring about the PORTAL program become enrolled students.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Its cost of operation is approximately 3% of the revenue it generates.

May the contents of this form be shared? Yes X No___

Your name Janice H. McElroy, Ph.D. Title Director of PORTAL
Telephone (215) 437 4471 Ext. 296 Institution Cedar Crest College
Address 30th and Walnut Streets
City Allentown State PA Zip 18104

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Curricular Innovations

Primary Purpose(s)

To offer a variety of educational experiences.

Target Group

Adults with highly developed interests (self-designed programs) and students who desire pre-professional experience while still in college (internships, practicums, etc.)

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

Under the Arts and Sciences major and within the University's guidelines, a student can develop a program which fulfills his/her particular needs and interests. For instance, one student with a highly developed interest in the arts has combined courses in the fine arts with courses in business administration, hoping for a career in Arts Management. Another student who has been photographing flora and fauna for years has decided to sharpen her skills and put an official stamp on her vocation with a degree in Biological Photography.

The interships and practicums give students an invaluable experience in the "real" world before they graduate.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Students who participate in both programs are very satisfied with their experiences. Student evaluations of the internship program are consistently high. Those who design their own programs report feeling an added satisfaction because of their personal involvement in designing their curriculum.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The only drawback with either program comes from the limited number of students who can (internship) or want (self-designed curriculum) to participate.

May the contents of this form be shared? Yes X No ___

Your name Frances A. Furey Title Associate Director, Div. Continuing Studies

Telephone (301) 321 2031 Institution Towson State University

Address ______

City Towson State MD Zip 21204

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Curricular Innovations

Primary Purpose(s)
To offer high quality, accessible programs in remote locations

Target Group
Remote,adult learners

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

INSTANT REPLAY

"Instant Replay", via videotape cassettes, delivers regularly scheduled campus courses to adult learners in over two dozen centers in Oregon. The tapes are mailed from the Media Center to the Instant Replay Centers where students view them at their own schedule.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High
Please explain:
Students can progress through an orderly sequence of academic courses scheduled over an academic year.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High
Please explain:
Over 500 students have enrolled since 1979, and most for more than one course.

May the contents of this form be shared? Yes X No ___

Your name Wayne Rodgers White, PH.D. Title Director of Division of Continuing Education
Telephone (503) 362 1952 Institution Oregon College of Education
Address Oregon College of Education, West House 101
City Monmouth State OR Zip 97361

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item ° for category titles)
Curricular Innovations (self-designed programs)

Primary Purpose(s) The Bachelor of General Studies is an interdisciplinary degree program designed for part-time upper division study by mature adult students who have clearly defined their intellectual goals and whose circumstances do not permit attendance in regularly scheduled daytime classes which meet several times per week. The focus of the degree is an interrelationship of learning and life/work goals.

Target Group Individuals whose previous postsecondary training has been in specialized or technical vocational areas and who now desire further general education; and individuals who have formulated specific vocational or professional goals which may be interdisciplinary or miltidisciplinary in nature.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

The program incorporates upper level course work with independent study under the guidance and instruction of University of Connecticut faculty or course work in other institutions when appropriate. The program combines elements from several traditional areas of study into an academic concentration tailored to the individual's needs and educational objectives. No two degree programs need be identical.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High
Please explain:
The students have expressed high satisfaction with the program. The program permits flexibility while maintaining institutional integrity and standards.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High
Please explain: Admission to the program is selective so that maximum attention may be given to each individual student in program planning and in instruction. Therefore, retention is high. Another measure of effectiveness is the acceptance of graduates into professional and graduate programs.

May the contents of this form be shared? Yes X No___
Your name Elizabeth K. Roper Title Assistant Dean
Telephone (203) 486 3440 Institution The University of Connecticut
Address Extended & Continuing Education U-56B
City Stoors State CT Zip 06268

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Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Curricular Innovations

Primary Purpose(s)

To enable working adults and seniors with course conflicts to follow a planned academic schedule without loss of time due to scheduling problems.

Target Group

The mature student who is anxious to gain a degree for reasons of career and job mobility. The grade point average is usually above 2.9 due to the tremendous amount of independent work required of students.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Each semester a schedule of Independent Study courses is presented at pre-registration and registration. Students will have conferred with advisors to ascertain courses that are needed to fulfill graduation requirements. Meetings are held between individual students and instructors. Course work is developed along the lines of modules. Progress is monitored weekly by the instructor. Finals are taken at the same time that traditional finals are presented. As a consequence, the instruction is more individualized than in the traditional classroom setting.

Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

The special needs of students are being met and the courses can be fitted into an already tight schedule. As a result, part-time students are able to move toward graduation in less time than under traditional scheduling.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

The number of faculty members willing to help meet the special needs of the adult working student indicates that the program is working. Both faculty and students express satisfaction with the scheduling.

May the contents of this form be shared? Yes X No___

Your name Calvin Woodland Title Director-College II Special Services

Telephone (301) 444 3581 Institution Morgan State University

Address Hillen Road & Cold Spring Lane - Direct to College II

City Baltimore State MD Zip 21239

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item ° for category titles)

Curriculum Innovations

Primary Purpose(s)

To attract the adult learners who seek job-related training or new career introductions; to realize the desire of many adults to make only a short-term commitment.

Target Group

The working adult.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

The design of course networks as certificate programs without the related and general education requirements. The adult learner is often afraid of committing himself/herself to an associate degree program, because of the length of time required and the necessity of English, math, science courses (in which they may not have previously been successful).

By selecting a certificate program, the student can concentrate on course work which has more interest and is more need-related. Success comes easier, and self-confidence is increased. Exposure to other adult students is beneficial. The student is no longer a "drop-out"; he/she becomes a completer of desired outcomes.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The adult population in a rural area is more aware of "College". This is especially satisfying for a mostly first-generation college student area.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The adult learner completes the short-term goal(s) effectively. The result is satisfaction with him/herself and the College. The additional benefit to the student is the eligibility to return later for the associate degree, if desired.

May the contents of this form be shared? Yes X No__

Your name Dr. Ronald W. Hampton Title President

Telephone (803) 537 5286 Institution Chesterfield-Marlboro Technical College

Address Drawer 928

City Cheraw State SC Zip 29520

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Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Curricular Innovations

Primary Purpose(s)

To enable adult students to earn a baccalaureate degree with requirements partially satisfied by credits granted for prior learning.

Target Group

Working adults who have been out of high school at least four years.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Non-traditional Individualized Studies Program began in fall, 1979. It was designed to enable students to earn credit through prior learning (previous college work, military courses, correspondence courses, relevant life and work experiences) that could be assessed by a personal portfolio. Requirements not satisfied by prior learning are fulfilled through courses taken at VSU.

Program was advertised through posters and releases sent to industries, community colleges and other community locations as well as through newspaper articles.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

During 1979-80 approximately 70 adult students were enrolled in the BIS Program; 5 received baccalaureate degrees in May, 1980.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Based on evaluations of current enrollees, program is very effective. Enrollment is expected to increase by 100% next year.

May the contents of this form be shared? Yes X No

Your name Marian A. Jones Title Director of Student Services

Telephone (804) 520 6461 Institution Virginia State University

Address

City Petersburg State VA Zip 23803

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Curricular Innovation

Primary Purpose(s)
To develop a Bachelor of Science degree for working adults

Target Group
Mid-career adults

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

A Bachelor of Science external degree has been instituted for working adults. The degree can be completed entirely through individual assessment or examination. Students have an option of specializing in either human services or technical services. A unique aspect of the degree is an advanced level practicum for 6-12 credits.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High
Please explain:
Since 1977 over 1150 students have enrolled in the program. Students indicate a high level of satisfaction with the program.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High
Please explain:

May the contents of this form be shared? Yes X No ___
Your name Dennis B. Smith Title Director of Institutional Research
Telephone (609) 984 1192 Institution Thomas A. Edison College
Address The Kelsey Building, 101 West State Street
City Trenton State NJ Zip 08625

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Curricular Innovations

Primary Purpose(s)

A time-shortened undergraduate degree program (Bachelor of General Studies)

Target Group

Adult students who have been out of school and who have personal and career goals for which they consider a bachelor's degree desirable or necessary.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

This special degree program is designed to acknowledge the experience of the adult student. In total, a BGS student will earn 100 credits by taking the five special BGS courses, and from 15 to 27 departmental courses depending on credit earned by CLEP testing.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

On basis of evaluations by students, the program seems to meet their needs. External Evaluators also perceived faculty as committed and competent.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

400 students matriculated. Two annual evaluations reveal considerable students satisfaction with their education.

May the contents of this form be shared? Yes X No___

Your name Richard Katzoff Title Director, Student Services

Telephone (401) 277 3810 Institution University of Rhode Island - Extension

Address Promenade & Gaspee Streets

City Providence State RI Zip 02908

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Curricular Innovations

Primary Purpose(s) Increasing the options for learning for registered nurses in our service area. Most of the registered nurses practicing in Louisiana are graduates of "diploma" rather than baccalaureate programs. ITOL offers the registered nurse the opportunity to follow an upper division program and earn her degree.

Target Group

The non-baccalaureate level nurses in Louisiana and the surrounding area.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

The program assumes that the diploma school registered nurse has completed the lower division course work for her baccalaureate degree. This assumption is verified by the N.L.N. or other test program. The student then participates in an upper division nursing curriculum with totally flexible scheduling. The student can complete the BSN in two years.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Program seems to have met the needs of the nurses and has increased the enrollment of the college. The program has now been funded by HEW for further development.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Has met the needs of the students.

May the contents of this form be shared? Yes X No___

Your name Walter S. Maestri Title Dean, City College, Loyola University
Telephone (504) 865 3530 Institution Loyola University
Address 6363 St. Charles Avenue
City New Orleans State LA Zip 70118

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item ° for category titles)

Bachelor of General Studies

Primary Purpose(s)

To make it possible for older adult students to make use of the College according to their needs and interests.

Target Group

Adults who have interrupted their education for at least five years.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

A liberal arts program in which the students design their own concentrations of at least 12 upper division courses from four liberal arts departments. The BGS combines distribution with upper division requirements and leaves it up to the student to specialize or not.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

We have been waiting for the initiation of a formal portfolio preparation workshop-that was just approved. Real promotion was held up until this was in place.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Students who are active in the program expressed their satisfaction with it in each of the student surveys.

May the contents of this form be shared? Yes X No___

Your name Patrick J. O'Regan Title Director, Bachelor of General Studies

Telephone (401) 456 8108 Institution Rhode Island College

Address 600 Mt. Pleasant Avenue

City Providence State RI Zip 02908

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Introduction of new curricular offering: A Bachelor of Liberal Studies Degree (BLS)

Primary Purpose(s)

To offer a degree with a high transfer credit option for students holding Associate Degrees and a degree with curricular strength in the areas for which the college is well known, liberal arts.

Target Group

Non-traditional students holding a complete Associate Degree or an incomplete Bachelor's Degree from a previous education experience.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

The BLS degree includes completion of the general campus requirement for "Core Studies", a major requirement of a self-design nature, and a large block of "elective" credit into which previous AA courses or BA courses may be transferred.

The BLS student takes advantage of the degree largely because of the ability to use most of the previous credit work toward a four-year degree. Also, the major requirements permit the option of selecting course work from several different liberal arts fields and combine them into a single major. For example, a student needs to initially pick three areas (e.g., English, psychology & art) and then fulfill a prescribed number of courses in each, which when combined produce the "major" field in the BLS degree. In that sense, the degree is self-designed.

Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

Student satisfaction is high. Students like the choice option and the limited restrictions on the kinds of courses needed for the major field requirement. The requirement is generally easy to fill with courses of specific interest to the student.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

The program has been effective in the sense that where once no major field existed, one now does with approximately 20 declared majors. A discipline with 20 majors is significant on the campus of a small college.

May the contents of this form be shared? Yes X No___

Your name Dr. Roland W. Nelson Title Director of the Evening School

Telephone (608) 784 0040 Institution Viterbo College

Address

City LaCrosse State WI Zip 54601

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Curricular Innovations

Primary Purpose(s)

To provide systematic, individualized feedback to distant learners about their progress in the course and additional assistance, if necessary. To motivate the distant learners to begin or maintain their participation in course activities.

Target Group

All distant learners but each on an individual basis.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Response System with Variable Prescriptions (RSVP)

RSVP is a system of nine computer programs that helps a person to individualize instruction while managing an unlimited number of students in any single course, whether the course/program is offered in the traditional or non-traditional mode. RSVP operates by maintaining three computer files for each course/program--Course File, Student File, and Student Index File. The student file contains records that include two kinds of information: attributes (characteristics) and performance.

RSVP accepts student attribute information and/or scores student responses (Response System) and prints variable feedback reports (Variable Prescriptions). The variability in feedback to students is achieved through the use of control mechanisms called decision rules that can use attribute and/or performance information to differentiate the students for variable prescriptions. The user selects the criteria for differentiating students and composes the corresponding messages and prescriptions. (continued next page)

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Term after term, course after course, students have claimed RSVP to be the most significant component in their distant learning experience.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The Open College maintains on the average, a successful completion rate of 55% across all courses and all terms and a drop rate of 20%. Targeting at the procrastinators and structuring early intervention strategies can improve the statistics on the 25% who neither drop nor complete the course.

May the contents of this form be shared? Yes X No

Your name Kamala Anandam Title Computer-based Instruc. Dev. & Research
Telephone (305) 596 1290 Institution Miami-Dade Community College
Address 11011 SW 104th Street
City Miami State FL Zip 33176

Miami-Dade Community College

Description (continued)

RSVP prints class rosters, frequency reports, and test statistics for the user. The user selects the information to be included in the class roster and frequency reports. In addition, RSVP captures invaluable data for research related to students and their performance in a course.

RSVP is "content" free and, therefore, it can be programmed by its users to suit their own needs. RSVP operates in the "batch" processing mode, so the cost per student decreases as the number of students in a course increases. It does not require computer terminals for student interaction.

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Curricular Innovations

Primary Purpose(s)

To experiment with integration of various instructional methods to ascertain effects on student access course and instructional quality and academic relevance to professional practice.

Target Group

Adults who enroll in off-campus credit courses as part of off-campus degree programs.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

During 1979-80, the Office of Continuing Education and Public Service, in cooperation with selected academic departments, have been developing the graduate courses in an experiment combined instructional format. The courses are experimental because they have been redesigned into a course structure different from either the traditional guided individual (correspondence) or off-campus course format. The redesigned courses incorporate to some degree independent study, group-class meetings and individual field-based research. Each course is designed so group-class discussion, independent study and individual field research are integrated into a complete and balanced instructional structure. Each component will be used for the instructional purpose for which it is best suited. For example, the guided individual study component will be used for content dissemination, and the group-class meetings will be used for more penetrating analyses of subject matter so depth of analysis and understanding are increased.

These courses will be offered during the next two academic years. Since they are

(continued)

Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

These courses have not yet been offered

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

These courses have not yet been offered

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May the contents of this form be shared? Yes X No ___

Your name Dr. Dennis Dahl

Title Director of Continuing Education & Associate Vice Chancellor, Acad. Aff.

Telephone (217) 333 1000

Institution University of Illinois-Urbana/Champaign

Address

City Urbana State IL Zip 60801

Description (continued)

experimental, each course will be evaluated as they are developed and offered, and after the period of experimentation has been completed.

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Curricular Innovations

Primary Purpose(s)

An interdisciplinary/multidisciplinary degree which is structured to allow entry to graduate education as well as for self-enrichment.

Target Group

Normal undergraduate age as well as mature adults.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Bachelor of Liberal Studies (BLS)

This degree is tailor-made to the needs of the individual student, who prepares a curriculum in conjunction with an advisor. Emphasizing breadth rather than specialization, there is no "major"; no student is required to satisfy a certain number of hours in a single area. BLS is multi-disciplinary, drawing from three to five interrelated areas in addition to basic liberal studies (multidisciplinary) courses. While about half the course work will be of senior-college leval (course offerings 300-400-500), no BLS program can duplicate an existing University program. For example, a liberal studies program including only business courses would of necessity be similar to the Bachelor of Science in Commerce degree program. Credit may be allowed for life experience or earned through the College Level Entrance Placement Examination (CLEP); normally up to 18 hours may be applied toward the BLS Degree.

A concentration in popular culture, for example, might draw from study of culture, history, journalism, literature, psychology, sociology, and writing, plus inter-

(continued)

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The Liberal Studies courses which are interdisciplinary provide integrative experiences for students who have studied broadly in the more traditional disciplines. We must still rationalize our interdisciplinary offerings to provide a thorough and sequenced approach to this integration.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

In terms of student satisfaction and effectiveness in their performance within the University, we must rank the program as very successful. We have no longitudinal evaluations of graduates at this time. We graduate approximately 40 students a year in a program that is only five years old. Our current list of active majors is about 170. Our mature adult population is the majority of our majors.

May the contents of this form be shared? Yes X No __

Your name John C. Klotter Title Dean

Telephone 502 588 6561 Institution University of Louisville

Address School of Justice Administration

City Louisville State KY Zip 40208

University of Louisville
School of Justice Administration
(continued)

Description:

disciplinary studies and independent study. Other concentrations might include areas such as behavioral studies, humanistic studies, socio-community studies, organizational studies, creative studies, environmental studies, scientific and technical studies, social problems and contemporary studies.

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Curricular Innovations

Primary Purpose(s)

To design an evening degree program to meet the needs of the working adult, especially those not being met through other programs in the area.

Target Group

Adults employed full-time who want to complete a baccalaureate degree.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Program was designed in 1978 after survey of needs and interviews with non-traditional students concerning problems with existing programs. Main features are: guaranteed classes (regardless of enrollment), scheduled printed 4 years in advance in terms of courses offered (not times) so degree program can be planned, classes meeting once a week, regular Coe faculty not graduate students, student services designed for the adults in the program. Two majors (Business and Interdisciplinary Studies) are offered, with a collateral concentration in accounting also available. Coe's internship program, an important part of our program for traditional students, was adapted so that it could be used by working adults and still maintain their employment. Student, college and employer work together to design a semester-long experience to fit person's development within company (not credit for doing present job); for example, a person who is a regional sales coordinator with no merchandising experience will spend her four months working in a different area to pick up that background. An assistant plant manager will understudy and then function with the current plant manager, visit other plants(contd.)

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain: Both students and employers have expressed enthusiams for the program. Students appreciate being able to plan a degree program with confidence that they can take courses when planned. They use services from skill building to career planning to job seeking all designed for the adult with experience rather than an 18-22 year old. They are able to get all the courses needed for their degree in the evening. Employers and students both are most enthusiastic about internships.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Enrollment has continued to grow, employers themselves call about getting employees into program, students come through word of mouth.

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May the contents of this form be shared? Yes X No___

Your name Dorothy Hinman Title Coordinator of Continuing Education

Telephone (319) 399 8500 Institution Coe College

Address

City Cedar Rapids State IA Zip 52402

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Curricular Innovations

Primary Purpose(s)

To recruit employees at the various industries within the college district.

Target Group

Employees who may not otherwise plan to attend college but because the option is made available through their place of employment they decide to take several courses.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

The Dean of Industry Relations visited the various industries within the college district to determine what educational needs they might have. He then prepared personalized educational programs for each industry. The industry has the feeling that the program has been prepared for their employees. In essence what the college has done is offer an approved curriculum with special elective options to satisfy the needs of the individual industries.

Special enrollment and registration times have been established for the various industries and each has an on-campus contact to answer specific questions.

Hopefully the industries will use the educational preparation in planning their employee advancement program.

Satisfaction with success of program Low 1 2 [✓ 3] 4 5 High

Please explain:

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

We have just completed the establishment of our second industry program and have yet to realize the enrollment impact although both management and employees are optomistic.

May the contents of this form be shared? Yes X No___

Your name Paul O'Connor Title Dean of Student Services

Telephone (815) 933 0225 Institution Kankakee Community College

Address Box 888

City Kankakee State IL Zip 60901

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Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Curricular Innovations

Primary Purpose(s)

Attract new adult learners to management program

Target Group

Supervisors or potential supervisors

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

A new pre-degree management certificate program was instituted in 1977. Program is a single year long course of 14 quarter credits, emphasizing personal development, application of management theories, communications, and supervisory skills. Course is team taught, has weekly newsletter, and variety of instructional techniques. Grades are de-emphasized and awarded at end of course. Students receive management certificate credits applicable to degree program.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:
Substantial enrollment growth. Now 300 students. 85% enroll in degree program.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:
75% of students received job promotion which they attribute to program.

BEST COPY AVAILABLE

May the contents of this form be shared? Yes X No___

Your name Rolf Zerges Title Academic Administrator: Business Management
Telephone (716) 475 2226 Institution Rochester Institute of Technology
Address 1 Lomb Memorial Drive
City Rochester State NY Zip 14623

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Curricular Innovations

Primary Purpose(s)

Re-entry and/or Career Change into Engineering

Target Group

Women holding at least a bachelor's degree with a background in math and science.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

This program was funded by a grant from National Science Foundation and was designed to offer highly intensive instruction in engineering core courses and computer programming to women who had received degrees in the physical sciences 2 to 20 years ago but who were not working in the field. Twenty-hour per week internships with area industries were also required.

Results of the program have been excellent. Its success can be measured by the fact that virtually all participants have been accepted to master's degree programs and that the majority are now employed on a permanent basis as professionals with their internship sponsor.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Basically satisfied with what it does for participants. Not satisfied with constraints on curricular innovation imposed by the institution; instructional portion could be improved were more innovation feasible.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

As far as moving women into professional industry positions with a future, the project is extremely effective. With regard to the participants continuing with further education, only about 60 percent have done so thus far.

May the contents of this form be shared? Yes X No__

Your name Bonita J. Campbell, Ph.D. Title Associate Professor of Engineering

Telephone (213) 885 2030 Institution California State University, Northridge

Address 1811 Nordhoff Street

City Northridge State CA Zip 91330

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Curricular Innovations

Primary Purpose(s)

Mini-college for Senior Citizens

Target Group

Older adults

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Courses geared to the needs of senior citizens, taught by senior citizens, and administered by seniors and advised by seniors. One-day courses at a community location. Three days of workshops, courses and mini-lectures at their campus location.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Growing number of enrollees. High evaluations. 85% returnees each quarter.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Many older adults express extreme appreciation for the change this program has brought into their lives. Keeping their minds active is very important.

May the contents of this form be shared? Yes X No ___

Your name Jean Balliger Title ___

Telephone (206) 641 2294 Institution Bellevue Community College

Address ___

City Bellevue State WA Zip 98007

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Curricular Innovations

Primary Purpose(s)

To improve the quality life style of senior citizens
To improve self-esteem and worth

Target Group

Older adults

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Independent Living Skills/Lifelong Learning mini modules

Courses for older Americans have been offered for the past six years. Originally, selected experimental courses were conducted in convenient community locations on a limited basis. Two years ago a Lifelong Learning Program was designed and is now available to the entire district population. Enrollments continue to increase and more requests and more requests are being received.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High
Please explain:

Records indicate increased participation and course offerings.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High
Please explain:

Estimated effectiveness of program.

May the contents of this form be shared? Yes X No___
Your name Rex McDougal Title Dean, Community Educational Services
Telephone (916) 742 7351 Ext. 225 Institution Yuba Community College
Address 2088 N. Beale Road
City Marysville State CA Zip 95901

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item ° for category titles)

Curricular Innovations

Primary Purpose(s)

To prepare retirees for productive living in their communities.

Target Group

Senior Citizens

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Late State Program

The Late Start Program is a special project to prepare retirees for productive living in their communities. The program has fully-developed instructional offerings designed to help older persons achieve self-direction and greater independence. Specifically, the Late Start Program seeks to assist senior citizens to remain in their own home or other places of residence and to continue to be productive members of society. Informal learning experiences are conducted over a ten-week period, twice a year (fall and spring). The enrollee attends three days per week. Lunch (not to exceed $1.25) and transportation are provided for those who are eligible according to special guidelines. Enrollees must be 60 years of age or older and be a resident or Northampton County. They come from all walks of life and all grade levels of education.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

May the contents of this form be shared? Yes X No__

Your name Arthur L. Scott Title Dean of Student Services

Telephone (215) 865 5351 Ext. 255 Institution Northampton County Area Community College

Address 3835 Green Pond Road

City Bethlehem State PA Zip 18017

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Curricular Innovations

Primary Purpose(s)

To make life more enjoyable, meaningful, and productive for its senior citizens.

Target Group

Persons at least 55 years of age and retired or anyone over 65 years of age.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

This program is entitled SAVE (Senior Avocational-Vocational Education). It is funded by the college with free bus service and instruction. This program is conducted during the afternoon, for non-credit and without cost to the participants, and includes such courses as music, art, crafts, physical activities, science, cosmetology, Bible, Spanish, business, creative writing, geography, psychology, health, politics, reading and other courses. All facilities provided by the college for regular students are available to enrolled senior citizens.

Persons in this age group may also take regular college courses for credit, but tuition and fees are charged as regular students. There is a scholarship program especially for this group for such courses.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The program for these citizens has been most successful, but very few have taken many courses for credit. We have had some who have graduated with an Associate Degree, however.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

This program has been most effective in all communities over the county. Churches have cooperated in allowing the churches to be places of assembly for bus service. Some churches have even offered their buses for service to the college.

May the contents of this form be shared? Yes X No

Your name A. J. Oubre Title Vice President for Student Affairs

Telephone (214) 465 6030 X. 244 Institution Grayson County College

Address 6101 Grayson Drive

City Denison State TX 69 Zip 75020

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Curricular Innovations

Primary Purpose(s)

To provide an intercultural experience that will enrich members of several cultures in their relations with one another.

Target Group

Mexican American and non-Mexican American, primarily, in rural South Texas communities where appreciation of the values of the cultural heritage relevant to Mexican Americans can be stimulated.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Theatro Bilingue

Theatrical performances in Spanish, English or in both languages would be intended to stimulate discussion to foster education and public understanding relevant to the need of an integral large segment of the American population known as Mexican American; but also to create awareness of experiences in common among non-Mexican American's.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

In every community or institution where the Bilingual troupe has performed, they have been asked to return. It is, by far, one of the most dynamic community programs associated with Texas A & I.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

The program is sound. It needs to be expanded in the tour area as well as in the training of actors. Because the need is so tremendous, the development of a second company will make the program that much more effective.

May the contents of this form be shared? Yes X No

Your name Ralph Ferguson

Title Project and Program Development Specialist

Telephone (512) 595 2861

Institution Texas A & I University

Address Center for Continuing Education

City Kingsville State TX Zip 78363

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Curricular Innovations

Primary Purpose(s) To provide a curriculum and learning model that is especilaly relevant to non-traditional adult learners who are currently employed in the human service profession and wish to develop a better theoretical framework, practical competency and enhance their career development.

Target Group

Both degreed and non-degreed human service professionals. There is a special emphasis on minority staff.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

The Lincoln Eagleville Masters Program has a curriculum that integrates theoretical concepts with on the job learning. A unique feature is that the program is co-sponsored by a university and a human service agency. Students receive instruction from classroom teachers and from preceptors who are themselves human service professionals with advanced degrees. An advisory and policy board is constituted by representatives of the agencies from which students are recruited.

Everything about the program, from administrative design to class hours (on weekends and one evening a week) is intended to foster the full development of the work site as a learning center.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The model works, and enrollment has surpassed expectations. We are now struggling with the demands for coordinating precepting, and managing all logistics on a larger scale.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Agency and student surveys indicate a high degree of satisfaction with the program.

May the contents of this form be shared? Yes X No ___

Your name Malcolm West Title Research Director, LEMP

Telephone 215 539 6000 Institution Eagleville Hospital

Address Box 45

City Eagleville State PA Zip 19408

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Administrative structure

Primary Purpose(s)

1) To place primary program coordination and development in the hands of professionals clearly identified by title and responsibility i.e. Director of Continuing and Director of Weedend College.
2) Also, to integrate the administration of these programs into the regular academic ~~administrative structure.~~

Target Group

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Both Directors of the Continuing Education and Weekend College programs are members of the Academic Vice President's staff. Each also carries the title of either assistant or associate dean. Each of the Directors acts as ombudsman for her program, scrutinizing the content and delivery of student services, articulating the program, internally and externally and acting as vigorous advocate for the program, even with the Academic Vice President. In addition, the Director of the Weekend College (the larger of the two adult programs) also is a permanent member of the President's Executive Council. In that capacity she represents the needs and points of view of the two adult programs and participates in college-wide decision making and policy setting at the executive level.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

The institutional mission statement clearly includes the adult programs. All college wide policy and procedure decisions have regular, immediate in-put of the adult program perspective.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

The arrangement is a felicitous marriage between the autonomous needs of the two programs and the essential integration of them into the goals, mission and decisions of the college.

May the contents of this form be shared? Yes X No

Your name Tina Stretch Title Associate Dean, Director of Weekend College

Telephone (312) 262-8100 x.405 Institution Mundelein College

Address 6363 Sheridan Road

City Chicago State Illinois Zip 60660

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Administrative structure

Primary Purpose(s)

The administrative structure of ACU-Dallas has been designed in such a way as to cater to and recognize the adult student.

Target Group

Adult students.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

The titles and descriptions normally utilized by traditional institutions have been discontinued at ACU-Dallas. The only academic title retained has been Academic Dean--all other titles conform to industry norms--President, Directors, Assistant to's, Administrative Assistants, etc. The university, recognizing that the majority of its students attend night classes, has structured the work day and week to correspond to student's presence on the campus.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Organization chart and title changes seem to be understood and appreciated by students.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The organizational structure corresponds to corporative norms and allows the student to operate in a familiar atmosphere.

May the contents of this form be shared? Yes X No__

Your name Dr. Douglas Warner Title President

Telephone ( ) Institution Abilene Christian U at Dallas

Address 1700 Eastgate Drive

City Barland State TX Zip 75041

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Administrative Structure

Primary Purpose(s)

Promote development of academic programs and support services for adult students.

Target Group
Part-time adult students, both evening and day.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

The Division of Student Affairs and the Division of Continuing Education in 1978 jointly established an Office of Adult Special Programs at NCSU. In association with the academic schools and departments, the Director of Adult Special Programs promotes development of late afternoon and evening degree programs and general interest credit courses for residents of the Research Triangle, N.C. area. The Director functions as a liaison with the University's academic and administrative units and its external clientele. He coordinates the analysis of the need for additional evening credit courses and programs, and advocates the extension of courses, clusters of courses and complete degree programs into the evening hours as the need for them is demonstrated. He works with both Student Affairs and Continuing Education staff to assure that adult, part-time students have adequate and convenient access to necessary academic support services such as admissions, advising, counseling, career planning and registration. Finally, the Director promotes credit programs, both day and evening, amoung prospective adult, part-time clientele in the greater community within reasonable commuting distance of the campus.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High
Please explain:
Based on observation at this time - in-depth objective analysis has not been undertaken.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High
Please explain:
Same as above.

May the contents of this form be shared? Yes X No___
Your name Robert K White Title Director, Adult Special Programs
Telephone (919) 737-2265 Institution N. C. State University
Address P.O. Box 5125, McKimmon Center
City Raleigh State North Carolina Zip 27650

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Administrative structure

Primary Purpose(s) An Institutional Team for Adult Education comprised of Faculty, administration and adult learners determined a centralized office and director was necessary to ascertain specific needs of and services to adult learners. The director was also to determine need for continuing education offerings in the surrounding community.

Target Group

Adult learners already enrolled at Dakota Wesleyan were the main target group Continuing education surveys focused on the community - personal and business needs.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

The Office of Adult Education has been in existence for four (4) months. The initial task has been a needs assessment survey which has taken place on several levels. We first surveyed the adult learners on the campus (25% of the student body) to determine their needs and desires. Programming and services offered through the Office of Adult Education will be built on input from that survey. It has helped to centralize the services offered to adults.

A need assessment for continuing education on a community wide basis was also done. Specially targeted were businesses within the Mitchell community. The Institutional Team for Adult Education is now charged with assessing the data received through the survey and building policy and programming.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

We did a super job of surveying. The proof will be in the programming and the marketing.

Estimated effectiveness of program Low 1 2 [✓ 3] 4 5 High

Please explain:

It's still a little too soon to tell must how effective we will be. We're well satisfied with our progress, however!

May the contents of this form be shared? Yes X No ___

Your name Norma Larson Title Director of Adult Education

Telephone (605) 996-6511 ext. 364 Institution Dakota Wesleyan University

Address ___

City Mitchell State SD Zip 57301

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Administrative structure

Primary Purpose(s)

Reorganization of the administrative level to more effectively meet the needs of the people served by the college.

Target Group

Administrative directly
People served by the college indirectly

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

There has been an administrative reorganization at the College of Lake County, one goal of which was to realize the importance of the adult learner. We now have a Dean of Open Campus and a Director of Adult Education (who deals specifically with Adult Basic Education, General Educational Development, English as a Second Language, Pre-vocational training, etc.)

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Satisfaction with success of program Low 1 2 [✓ 3] 4 5 High

Please explain:

Since the reorganization relating specifically to the adult learner came into effect last January, it is almost too early to tell whether it has been highly successful. The potential is there.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Reorganization of the administrative staff should prove highly effective. People in key administrative positions are now dealing with adult education as a prime cause.

May the contents of this form be shared? Yes X No___

Your name Margaret A. Meyer Title Director - Office of Adult Education
Telephone (312) 223-6601 Institution College of Lake County
Address 1931 W. Washington
City Grayslake State IL Zip 60030

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Administrative Structure

Primary Purpose(s)

To give continuing education the same status as other colleges within the University

Target Group

n/a

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Drake University is organized into 9 colleges and schools, the College for Continuing Education being one of those colleges. The University, therefore, recognizes the head of continuing education unit as a Dean as it does of the other colleges and schools of the University. Therefore, gives similar emphasis to the adult part-time student, both credit and non-credit. This structure has been most helpful internally and externally and is a structure and system that I would advocate for other universities.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

May the contents of this form be shared? Yes X No ___

Your name Doug Smith Title Assoc. Dean for Continuing Education

Telephone (515) 271-2121 Institution Drake University

Address 202 Admin. Bldg. 2700 University Avenue

City Des Moines State Iowa Zip 50311

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Financial Aid

Primary Purpose(s)

To serve the needs of area students who wish to pick up an occasional college course.

Target Group

Those 25 years old and over.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

They receive considerable tuition relief since the first course taken under this program is only $20 and each succeeding course is $50. Regular tuition this semester is $100 per credit hour.

This "Back to School" program is publicized in radio and press releases in Atchison, a city of 13,000 located in northeast Kansas. Since the program was introduced in the fall of 1977 the number of enrollees in this program has averaged 20 per semester.

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Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

We are satisfied with the program but know we could do more if we intensified the publicity regarding it.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

We know we have responded to some community needs. We have even gone so far as to offer a special course for social welfare workers under this program.

May the contents of this form be shared? Yes X No __

Your name George J. Baumgartner Title Academic Dean

Telephone (913) 367-6110 Ex 273 Institution Benedictine College

Address

City Atchison State Kansas Zip 66002

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

i. Financial aid - scholarship fund for adult students

Primary Purpose(s)

To encourage older students, especially women, to enter or re-enter the University for additional education. To provide a confidence building and support group

Target Group

Non-traditional students needing both dollars and confidence.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

The Fellowships are for women who have interrupted or postponed college work and who may now wish to enter or re-enter Michigan State University. The assistance may be used for non-credit study or to pursue any academic or professional degree program, undergraduate or graduate, full or part-time, at the University. Admission to the University is required to implement academic awards, but application for the Fellowship may be made prior to admission. Candidates must be United States citizens.

The recipient will be asked to provide information, as may be requested by the Board of Directors, to help in the assessment of the purpose and goals of the Fellowship. The recipient will also be asked to submit a copy of the grade slip at the end of each term.

Awards provide partial assistance and care for one term. Renewal may be requested by letter including a report of academic, personal and financial information in enough detail for decision making.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Numbers applying and receiving awards
Appreciation and success of applicants

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

As above
Also, more than 600 have benefitted from the program since 1974.
Student group continues to offer their services in many ways.

May the contents of this form be shared? Yes X No ___

Your name Mildred B. Erickson Title Assistant Dean
Telephone 517 353-6720 Institution Michigan State University
Address 7 Kellogg Center
City East Lansing State MI Zip 48824

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

T - Financial Aid

Primary Purpose(s)

To provide financial assistance to adult students whose situations (part-time, family budget obligations) may not be covered by University financial aid guidelines, and to affect changes in these guidelines.

Target Group

Adult students with financial needs.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

The Center for Continuing Education of Women since 1970 has maintained a competitive CEW Scholarship program for students who have at some time experienced a two-consecutive year educational interruption and who are pursuing any academic or professional program at the University, full or part-time. 236 have received awards through 1980; grants are between $500 and $2,000. The Scholarship program is supported through individual and corporate contributions.

CEW annually receives University general funds to provide small emergency grants to students. Approximately 170 grants averaging $150 are awarded annually.

CEW works with the Financial Aids Office and departments to increase awareness of and responsiveness to financial needs of this population. The Graduate School has a Non-Traditional Fellowship Program for students with two-year educational interruptions.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Satisfactory for those served. Unmet need is hard to determine but clearly exists, especially for part-time students.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Effective for those served, as above.

May the contents of this form be shared? Yes X No

Your name Patricia Wulp Title Associate Director, Center for Continuing

Telephone (313) 763-1353 Institution Education of Women, University of Michigan

Address 328-330 Thompson Street

City Ann Arbor State Michigan Zip 48109

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

i - financial aid

Primary Purpose(s)

To assist adult, part-time students to meet the expense of continued education.

Target Group

Part-time adult students who are degree candidates in the Graduate Liberal Studies Program.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

The University allows a limited scholarship budget for the part-time adult graduate students. Scholarships (usually no more than 50% of tuition, with many smaller grants) are awarded on the basis of need, but students must have strong academic records in the program in order to apply for aid. A separate special fund, supported by our program's alumni, provides aid for entering degree candidates (University assistance is limited to returning candidates).
Tuition reductions of 10% are allowed for groups of 4 or more teacher-students who come under the sponsorship of one school or organization which itself provides some support for the students.
Spouses of regularly enrolled students (2 summer courses) are granted a tuition of 50% for study in the summer program.
No-interest loans are available for students who wish to budget summer study expenses over a period of several months.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High
Please explain:

Aside from the obvious benefits for needy students, the assistance program has encouraged family involvement in the program (husbands and wives) and brought some schools to provide financial assistance for teacher-students in order to quality for the tuition reduction for student groups.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High
Please explain:

Increased enrollment.

May the contents of this form be shared? Yes X No ___
Your name J.L. Steffensen Title Director, Graduate Liberal Studies Program
Telephone (203) 349-9411, ext. 288 Institution Wesleyan University
Address
City Middletown State CT Zip 06457

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item ° for category titles)

Financial Aid

Primary Purpose(s)

To attract adult students to the college for the first time.

Target Group

Employees of state, local and school board agencies.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

We are giving a fee waiver for one course each term to employees of all local agencies, county agencies (including the school board) and state agencies. They must prove they are full-time permanent employees by providing a letter from their employer.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The first term we had 176 persons take advantage of the fee waiver.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

May the contents of this form be shared? Yes X No__

Your name Patti Anderson Title Director of Admissions

Telephone 305 296-9081 Institution Florida Keys Community College

Address Stock Island

City Key West State Florida Zip 33000

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Financial Aid - Scholarship Fund for Continuing Studies Students

Primary Purpose(s) To provide for financial assistance to adult part-time students in emergency and special circumstances (retention); priority to (1) working adults already enrolled facing financial barriers to remaining in school; (2) unemployed, disadvantaged; (3) immigrants; (4) non-credit adult professional or personal upgrading

Target Group

Low income working, unemployed, underemployed adults.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

The program is not publicized since funds are limited and are used on emergency and direct requirement basis. These surface throughout the year and as students or adults in the community are identified by organizations or agencies, and mostly our own students who cannot continue with their studies for financial reasons, we prefer to help these. The latter, having demonstrated desire and seriousness of purpose, are pleasantly surprised to be assisted with little or no red tape. Most of the students assisted were enrolled in our Intensive English Program (non credit). We have had about $90,000 in such scholarships over the past eight years; and this year we received a gift that should provide an additional $100,000 endowment, the interest from which will be available in about four years.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

We are pleased with the program since it gives us some flexibility to assist deserving people.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The program is highly effective in that the students involved complete their course of study. Financial aid is probably among the very top reasons for dropping out or considering enrollment. More than 200 students have been assisted.

May the contents of this form be shared? Yes X No ___

Your name M. Robert Allen Title Dean, School of Continuing Studies

Telephone (305) 284-3541 Institution University of Miami

Address P.O. Box 248005

City Coral Gables State Florida Zip 33124

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles) Name of program: Earn to Learn

i. Financial aid

Primary Purpose(s)

To give financial assistance to new adult part-time students and subsequently provide information about other kinds of financial aid to help them continue their educations.

Target Group

Adults who have been out of school one year or more.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

New in fall 1979. We placed these students in "spot jobs" on campus at student assistant pay scale with the agreement that they would work until they had earned enough money to pay their tuition and fees. At WSU they would work approximately 25 hours to pay for a three hour course, 50 hours to pay for six hours of course work. We looked primarily for part-time students. To provide incentive for employing offices, the university provided half of the amount the students earned to augment the student assistant budget of those offices. We provided follow-up information about financial aid to students once they were enrolled. A pilot program so far. To give credit where it's due, I got the germ of the idea from Middlesex College in Boston.

In the fall of 1979 we had eleven students participate in the program, and while we did not advertise heavily for spring, we had five more then. There is a ripple effect—we had a letter this week from a woman in New Mexico who is moving here this summer and wanted application information for "Earn to Learn"!

Satisfaction with success of program Low 1 2 [✓ 3] 4 5 High

Please explain: A real exercise in coordinating (manipulating?) many areas of the university to achieve a desired end. This part was very successful. Our two-person office absorbed the program, and the administration was fairly time-consuming because of the large number of offices, forms, and people. HIGH potential program!

Estimated effectiveness of program Low 1 2 [✓ 3] 4 5 High

Please explain: Adults don't seem to think of themselves as eligible for financial aid (BEOG, etc.), and this opens some of those doors for them. One woman said God sent her to us. Perhaps He will help us recruit more students, place them in satisfactory jobs, and balance the books with the hiring departments.

May the contents of this form be shared? Yes X No ___
Your name Abbie Smith/Bob Pitman Title Assistant Director, Admissions / Director, Non-Traditional Stu. Serv.
Telephone (316) 689-3650 or 689-3022 Institution Wichita State University
Address Box 58/Box 8 Wichita State University
City Wichita State Kansas Zip 67208

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

FINANCIAL AID

Primary Purpose(s)

To provide tuition and fee levels that are attainable for adult and continuing education participants.

Target Group

All of our adult and continuing education participants who are interested in taking courses for college credit.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

We use the "unbundling" concept. We have costed out various services available to traditional learners and prepared a tuition rate which accommodates costs of instructional services and record-keeping. At present, students requiring additional services such as student services, recreational services, and financial aid counseling will be charged additional fees.

Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

At present, this is a very workable plan.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

Has made participation for many adult and continuing education students in credit classes possible. Has brought tuition within the financial reach of many persons.

May the contents of this form be shared? Yes X No ___

Your name Kathy Logan Title Coordinator-Adult & Continuing Education

Telephone 715 682-4531, Ext. 270 Institution NORTHLAND COLLEGE

Address Ellis Avenue

City Ashland State Wisconsin Zip 54806

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Financial Aid (Reduced tuition for senior citizens)

Primary Purpose(s)

To allow persons age 65 and over to enroll, tuition free, in University credit classes.

Target Group

Persons age 65 and older.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

This program is available at all Louisiana public institutions and is funded by legislative act.

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Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Each semester 100+ students take advantage of this opportunity.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

The program is good for the University as it helps to increase enrollment and is also good for senior citizens on fixed incomes, because they can attend college without having to budget their income for the expenses incurred.

May the contents of this form be shared? Yes X No ___

Your name Dr. Randy Moffett Title Dir., Continuing Educ. & Special Activities

Telephone (504) 549-2301 Institution Southeastern Louisiana University

Address P.O. Box 858 - University Station

City Hammond State LA Zip 70402

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Tuition Waiver for Retired Citizens

Primary Purpose(s)

To provide opportunity for Retired Citizens to attend College.

Target Group

Retired Citizen - Resident of Pennsylvania, over 60 years of age, and employed less than one-half time.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Newspaper articles in Philadelphia and local papers advertised Retired Citizens program.

Using Retired Citizen Group newsletters, this program was advertised in the five-county area of Southeastern Pennsylvania. 36 Retired Citizens took an average of 5 credits each in the Fall and approximately 50 took similar course loads in the Spring.

All tuition and fees are waived for Pennsylvania citizens over 60 who are retired (employed less than one-half time).

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Program was announced late in Summer, 1979, yet 36 took advantage. Many who came to Spring semester were recruited by original 36.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Senior Citizens enjoying the opportunity and they speak highly of our students and faculty which should have a spin-off effect.

May the contents of this form be shared? Yes X No___

Your name Dr. Ernest L. Peters Title Director, Adult & Continuing Education

Telephone (215) 436-2833 Institution West Chester State College

Address

City West Chester State Pennsylvania Zip 19380

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Course offerings (financial)

Primary Purpose(s)

To offer opportunities for collegiate study to old people.

Target Group

Citizens of New York State who are 65 yrs. of age or older.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

Any citizen of New York State who is 65 yrs. of age or older may register on a free-tuition, space-available basis for courses in the standard college curriculum at H.H. Lehman College. The students may take virtually any course in the curriculum as long as no tuition-paying student is deprived of the space. Courses may be taken on an auditor basis if the student is interested in the course solely for his own personal enjoyment and edification. Students may, however, receive college credit for any course in the curriculum subject to the successful completion of all the usual academic obligations for the course, and such credit will accrue toward completion of the degree.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Both students and faculty report great satisfaction with the program.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Approx. 70-75 retirees from surrounding communities register each semester.

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May the contents of this form be shared? Yes X No___

Your name J.M. Hilliard Title Counselor to Students
Telephone 212 960-8242 Institution H.H. Lehman College
Address Bedford Pk Blvd. W.
Bronx State NY Zip 10468

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item ® for category titles)

Course Offerings

Primary Purpose(s)

To provide courses that are of particular interest to senior citizens in the community. That are offered at a time schedule that meets their needs and are generally taught by senior citizens.

Target Group

Senior Citizens

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Each quarter 15 courses are called senior studies, are offered in the local community in senior citizens' centers, churches and occasionally on the campus. All classes are offered at a special senior studies course fee which is $3 per class. Any individual may choose to sign up for the courses, however, all the courses are planned to meet the interests of senior citizens. Almost every course is taught by a member of the senior citizens community. The courses are administered by a retired faculty member who closely coordinates all course selections with senior citizens programs in the community.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Enrollments in all senior citizens courses are average to high with particular demand for courses such as pattern dancing.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

This program is highly responsive to the interests of seniors in organized living groups and seniors who participate in senior centers.

May the contents of this form be shared? Yes X No__

Your name Loretta Seppanen Title Assistant Dean for Enrollment Planning

Telephone ( ) 577-2311 Institution LCC

Address 1600 Maple

Longview State Washington Zip 98632

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Financial Aid

Primary Purpose(s)

To make education available to the people within the community.

Target Group

All persons 62 years of age and older.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

The University of Connecticut established a Senior Citizen Administrative Fee of $15.00 per semester to be charged to all persons 62 years of age or older who would like to audit undergraduate courses on a space available, not-for-credit basis, for as many courses as the person may desire to take. Any course may be changed to credit status with payment of regular fees (minus tuition for Senior Citizens).

The Adult Counseling Center conducted a one day workshop entitled "Non Traditional Study", at the Senior Citizen Center which gave information on courses, registration, and specifically defining the meaning of audit. To emphasize the ease of procedures the senior citizens participated in a role playing session with the workshop facilitator.

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Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Approximately 1/3 of the members of the Senior Citizen Center are enrolled to audit courses offered by the University of Connecticut.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The Senior Citizens requested follow-up to the workshop to be a mini bus tour of the University campus conducted by Anita Bacon of the Adult Counseling Center.

May the contents of this form be shared? Yes X No ___

Your name Anita Bacon Title Non-Degree Advisor/BGS Coordinator
Telephone 203 486-4670 Institution U. Conn/Adult Counseling Service
Address Extended & Continuing Education/U. Conn, U-56A
City Storrs State Conn. Zip 06268

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Financial Aid

Primary Purpose(s) To provide financial aid for students who are returning to college for the first time in seven or more years and who enrolling in five credits or less. Currently financial aid is not available through other programs for a student who takes five credits or less, so this program was designed to fill the gap for those students who are planning to begin school at a slow pace.

Target Group Individuals who have been out of school for seven or more years and who plan to begin their higher education with five credits or less. The project is open to men and women, however, 99% of those who have participated in the project have been women.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

A scholarship program was instituted by the Lower Columbia College Foundation to provide tuition scholarships for all re-entry students who meet the criteria listed above. There is no other criteria, financial need is not required. Students are counseled by the director of the Women Studies program before receiving the re-entry scholarship. They may be referred by any office on campus. The financial business office monitors and prepares checks for the students, however, the scholarship is not related to any other financial aid program. Scholarship is strictly for the first quarter. The student is obligated to find their own method of funding during the second quarter. Scholarships range from $10-$55.

Satisfaction with success of program Low 1 2 3 4 5̲ High

Please explain: During 1979-80 59 individuals received the scholarship for a total cost of $2,409.60. This says on the average a student enrolled for four credits. A study of scholarship recipients in the previous year indicated that 50% of them returned for a second or more quarters and that the students who returned took an average of 10 or more credits. This average credit load is higher than the average credit load at the institution as a whole.

Estimated effectiveness of program Low 1 2 3 4 5̲ High

Please explain:

May the contents of this form be shared? Yes X No___

Your name Loretta Seppanen Title Assistant Dean for Enrollment Planning

Telephone ( ) 577-2311 Institution LCC

Address 1600 Maple

City Longview State Washington Zip 98632

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Financial Aid

Primary Purpose(s)

To provide a quality learning experience to area resident adults at a low cost.

Target Group

Area resident adults who are interested in attending courses but are not interested in obtaining formal academic credit for courses.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

A Community Auditing Program was initiated in spring, 1980. Area adults who wish to audit University courses are permitted to audit courses at a reduced fee:*

(1) Senior citizens (60 years and older) are charged a registration fee of $10 per course.

(2) Other adults are charged a registration fee of $50 per course.

*Our normal auditing fee is approximately $550 for students enrolled in the University.

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Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

We are in the process of conducting a formal evaluation of the project. However, our general impression is that area resident auditors have enjoyed their courses and that their professors are pleased to have older students in class.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Program is very effective for those involved. However, we would like to increase the number of auditors.

May the contents of this form be shared? Yes X No ___

Your name Thomas Cunningham Title Associate Dean

Telephone 315 379-5998 Institution St. Lawrence University

Address 106 Vilas Hall

City Canton State New York Zip 13617

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Counseling Services and Programs

Primary Purpose(s)

To make counseling services available to students who work the normal 8-5 day.

Target Group

Any students unable to use the counseling facilities during the day.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Professional staff members rotate evening hours assignment between the hours of 5 p.m. - 7 p.m. each week day and 9 a.m. - 12 noon on Saturday. Counseling appointments are available beyond these times on an individual appointment basis. Phone lines are also kept open during the 5 p.m. - 7 p.m. period for counseling/advisement purposes. Referrals are made to other offices as needed. Weekend testing is also available.

Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

May the contents of this form be shared? Yes X No ___

Your name Duncan M. Sargent Title Director of Admissions

Telephone 402 554-2393 Institution University of Nebraska at Omaha

Address 60th and Dodge

City Omaha State NE Zip 68182

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Counseling Services/Programs: C.A.R.E. (Comprehensive Adult Re-entry Experience)

Primary Purpose(s)

To provide support in areas such as study skills development, time management, test-taking, assertiveness; need areas that may become more apparent as the term progresses.

Target Group

First semester returning adult students and other currently enrolled adults who may be interested.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Half-day workshops were planned twice in each semester during the fall semester of 1979 and winter of 1980. Topics chosen for discussion were based on information obtained from a general survey mailed to those contacted about orientation. Some of these included study skill techniques, assertiveness, choosing a major, preparing for tests, planning for the next semester and reporting on other campus activities.

Staff included (1) academic advisor, (2) peer advisers, (3) faculty/staff representative from a different department. Handouts and information on the adult student organization.

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Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Evaluations of the program have been very positive. This coupled with a special orientation and a drop-in center would give the adult returning student the institutional support required for a successful re-entry to higher education.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The effectiveness is high, adults who attended requested future workshops to cover topics not presented. Some adults mentioned that even though particular issues were not of concern to them during the present time, information received would be important later on. We will continue the workshops and re-evaluate.

May the contents of this form be shared? Yes X No___

Your name Michelle S. Sanford Title Academic Advisor

Telephone (313) 498-2171 Institution Eastern Michigan University

Address 229 Pierce Hall

City Ypsilanti State Michigan Zip 48197

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Counseling Services and Programs

Primary Purpose(s)

To help adult students feel more confident and to strengthen their abilities to study and manage time.

Target Group

Full time and part time adult students, those who were first time students as well as the upperclassmen who need help with study skills.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

This workshop was called Reaching Your Academic Potential. It was an all-day workshop. Participants came on campus on a Saturday early in the semester and participated in various sessions. The sessions included: orientation and college resources; goal setting processes, Cornell system for taking notes; 'SQ3R System for reading textbooks; study distractions analysis; exam readiness; and a study management schedule.

Lunch was included to make the entire process more informal.

We offer this program twice per year, at the beginning of each semester.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Each student was required to fill out an evaluation form after the seminar. On a scale of one to five, five being the highest, a majority of the students circled five. They indicated that the information they gained was very useful. Overall, they were pleased with the program and the idea that the University was doing something for them.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

We have instituted these programs to retain adult students. This is one program that promises to give us results.

May the contents of this form be shared? Yes X No ___

Your name Dr. Richard S. Hansen Title Dean, Erie Metropolitan College

Telephone 81 871-7253 Institution Gannon University

Address Perry Square

City Erie State Pennsylvania Zip 16541

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Counseling

Primary Purpose(s)

To provide direct support to the adult student at all times.

Target Group

Adult students over 25 with two years of college who wish to obtain a bachelor's degree.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Twenty-four hour, seven day a week counseling service provided by the Dean and Program Assistant of Continuing Education to help the students whenever help is needed. This has been extremely helpful for the students and for the office.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High
Please explain:

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Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High
Please explain:

May the contents of this form be shared? Yes X No___
Your name Dr. John Bury Title Dean of Continuing & International Education
Telephone (319) 895-8811 X127 Institution Cornell College
Address
City Mt. Vernon State Iowa Zip 52314

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Counseling Services and Programs

Primary Purpose(s)

To meet the special needs of part-time or full-time adult students.

Target Group

Part-time or full-time adult students enrolled through the College of Continuing Studies

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

The counseling and advisement staff was restructured through the conversion of part-time graduate positions into full-time professional counselor positions. With the commencement of the fall 1979 semester, a staff of four full-time professionally trained counselors is available to advise, counsel, and register all adult students enrolling at the University through the College of Continuing Studies.

The staff is available days, evenings, and weekends on both the main campus and the downtown campus. Additionally, the staff schedules hours at area governmental agencies, local industry, and area libraries.

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Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

In response to an invitation to meet with a counselor, all students enrolled for the fall 1979 and spring 1980 semester have requested the assistance of the counseling and advisement staff.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

We are determined to make the resources of the University available and accessible to adult students. A major component of this commitment is the counseling and advisement services which we will always strive to improve in both quantity and quality.

May the contents of this form be shared? Yes X No__

Your name Kay C. Hotaling Title Assistant Dean and Chief Counselor
Telephone (518) 455-6130 Institution State University of New York at Albany
Address Draper 117, 135 Western Avenue
City Albany State New York Zip 12203

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Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Counseling Services and Programs

Primary Purpose(s)

To help the students plan their program, answer questions, support their anxieties and fears with College study skills, i.e., note taking, studying, test taking, etc., and as a result increase our retention of the adult student.

Target Group

All interested adult students.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Evening advising in the past had been the responsibility of the Continuing Education staff. As the enrollment grew and the College began to use extension sites for the convenience of the adult student, it became impossible to advise all the students who needed help. As a result, the Counseling & Advising Division began to take a strong interest in the adult student and indicated a willingness to extend their hours and not only advise but be a part of the registration process and informational meetings as offered by Continuing Education.

In addition, an Advising & Counseling Center was designed and implemented for day and evening students. Students can stop in or call daily, M-F from 8:30 am - 8:00 pm and receive advising or make an appointment with an advisor. Surveys have been sent to the Extension Centers indicating the services available and appropriate numbers to call.

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Satisfaction with success of program Low 1 2 3 4 5̲ High

Please explain:

To date, students are using the service. We have to remember that many faculty teaching evening courses serve as informal advisors and therefore, we do not receive calls from many students.

Estimated effectiveness of program Low 1 2 3 4 5̲ High

Please explain:

Though hard to measure, we have to assume that the service is aiding in the retention of our students.

They have definite names and numbers to call. They are aware of the service and use it. The important aspect is that the part-time evening student is receiving effective advising as is the full-time day student.

May the contents of this form be shared? Yes X No ___

Your name Nancy B. Lanning Title Director, Div. of Continuing Ed.

Telephone (607) 962-9307 Institution Corning Community College

Address Spencer Hill Road

City Corning, State NY Zip 14830

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Counseling Services and programs

Primary Purpose(s)
The Adult Re-Entry Office provides a variety of "counseling" services and programs intended to facilitate adults' return to college.

Target Group
Adults in the community considering entering or re-entering college and adults currently enrolled in college programs.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

The Adult Re-Entry office was initiated in July, 1977. Services provided include individual counseling and advising, courses designed to address specific concerns of returning adults (e.g., Taste of College, Managing Dual Roles, Divorce and Beyond, Career Search for Women), informal support groups, programs for community adults (e.g. Back to School Day for Women, Open House for Adults), and credit for life/work experience.

Satisfaction with success of program Low 1 2 3 4 5 High
Please explain:
The program has been successful in encouraging adults to return to education, in facilitating their search for direction and goals, and in programming designed to smooth the re-entry transition.

Estimated effectiveness of program Low 1 2 3 4 5 High
Please explain:
Our goals are to be able to do more follow-up of students for purposes of retention and satisfaction, and to become more involved in outreach in the community to adults not currently serviced.

May the contents of this form be shared? Yes X No

Your name Carole Harman Title Director, Adult Re-Entry program
Telephone 517 787-0800, ext. 117 Institution Jackson Community College
Address 2111 Emmons Road
City Jackson State MI (Michigan) Zip 49201

Report Form   Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Counseling services and programs

Primary Purpose(s)

To give adult students one-to-one support counseling and academic advisement in a central location (the Nontraditional Student Office/Loung)

Target Group

All entering adult students

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

New and prospective nontraditional students are invited to come to the office. There they receive a variety of services which include help with admissions procedures, help reading the catalog and class schedule, some academic advisement, referrals to the Counseling Center, testing-out programs, career planning, and academic departments.

Much of the conversation deals with encouragement and support for the new students. We talk about scheduling problems around work and children, child care, financial problems, and concerns about studying and learning.

Follow-up calls or letters are done to check on how the students are progressing.

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Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

We estimate that 76% of the students we talk to complete the admissions procedures and register for the following semester.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

We would like the opportunity to increase the number of students we can serve. For those we have served, the retention rate is high.

May the contents of this form be shared? Yes X No___

Your name Carleen Morgan Title Coordinator, Nontraditional Student Program

Telephone (605) 688-4423 Institution S.D.S.U.

Address Pugsley 202

City Brookings State South Dakota Zip 57007

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Counseling services/Academic advising

Primary Purpose(s) To encourage potential adult learners to return to, or to enter, the University, by providing academic advising, peer support, and trained counseling, in several non-traditional, non-threatening forms and environments. A secondary purpose is to involve faculty and staff in informal interactions with adult learners.

Target Group
Adults in the community considering a return to school; presently enrolled adult students. In addition to the primary target group, the involvement of a widening group of faculty and staff is encouraged to participate.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Three kinds of coordinated activities form the core of the University's Re-entry Program and Services:
1) Brown Bag Lunch: every Thursday of the year, with the sole exception of Thanksgiving, the Re-entry Program Director (a trained psychologist) and the Academic Advisor who works with Re-entry meet with pre-entry and currently enrolled adult students between 11:30 and 1:30 in a Student Union meeting room. The time and location facilitate "dropping in." Student concerns, fears and triumphs are shared; informal peer counseling, counseling, and academic advising takes place. Conversations are frequently continued in the Advising Center; referrals are made. A significant number of adults have been enabled to make the commitment to formal learning in the academy through Brown Bag; many others are sustained by it. Interested faculty and staff from many areas attend as schedules allow. A bi-monthly program of Learning Moments features faculty and staff members who briefly present a key learning experience in their own careers, as a part of Brown Bag (presentation time: 12:30 - 12:45; discussion follows)/

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High
Please explain:

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Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High
Please explain:

May the contents of this form be shared? Yes X No___
Your name Dr. Adele Friedman Title Professor of French
Telephone (707) 664-2351 Institution SonomaState University
Address Department of Foreign Languages
City Rohnert Park State CA Zip 94928

Sonoma State University Program Description cont'd.

2) Conversations: monthly gatherings of adult students, faculty from all disciplines, academic staff, held alternately on Tuesday and Wednesday, in order to permit late afternoon/evening part-time students who come to campus on only one day to attend. Scheduled from 4:30 - 6:30 p.m., Conversations provide valuable opportunities for adult students to talk with faculty from their own and other fields. The informality and ease of contacts over wine and cheese makes possible a range of interactions: serious academic discussion, academic advising, sharing of personal interests and concerns. The faculty who attend Conversations leave with a better understanding of the diversity, needs, and spirit of our large adult student population, an important side benefit. Several more formal presentations on interdisciplinary subjects have been included during this time period.

3) Colloquia: regularly scheduled discussions of educational issues, centered around one specific theme each semester, with a panel of faculty and administration participants provoking discussion with adult students.

n.b.: For information about this and other programs sponsored by Re-entry Program and Services, contact:
Dr. Tak Richards, Director
Re-Entry Program and Services
Village 102
Sonoma State University
Rohnert Park, CA 94928

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Counseling Services and Programs

Primary Purpose(s)
To provide support to adult students through information dissemination, counseling and referral to attract more adult students and to decrease their attrition.

Target Group
Adult students taking courses off the main campus.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

Trained peer counselors will be on-site at all the community centers where the University offers courses through its Extension Division. These counselors will provide educational information, financial aid advising, career counseling and referral to community agencies. Funded by FIPSE in Fall 1979, the first class of peer counselors is presently undergoing an intensive eight week training program.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High
Please explain:
Although the program is still in the developmental stage, we are highly pleased with the quality of students we have attracted into the peer counseling training program.

Estimated effectiveness of program Low 1 2 3 4 5 High
Please explain:
Too soon to judge

May the contents of this form be shared? Yes X No ___
Your name Richard Katzoff Title Director, Student Services
Telephone (401) 277-3810 Institution University of Rhode Island - Extension
Address Promenade & Gaspee Streets
City Providence, State RI Zip 02908

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Counseling hours expanded.

Primary Purpose(s)

To make counseling services available for the employed adult.

Target Group

Part-time and full-time adult, nontraditional students whose work schedule limits the day-time office hours appointment.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

The College/Adult Counselor is available during normal office hours, but also is available by appointment one evening a week from 4:30-8 P.M. The Counselor is also available at on-site registration locations, i.e. State Office Building, a Bank, East Campus--during registration periods for Evening Courses.

A peer group for adults has been established as a telephone network--acronym VUE, Volunteers in University Education. The volunteers are "back to school" students who answer the phone on a special information network out of the counselor's office. The caller may ask for information about campus schedules, admissions, registrations, etc., who to see, and express general concerns. If the VUE member cannot help the student, the counselor's number is given to them. The Counselor follows up on most of the calls. A log is kept for all calls.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Excellent success. Many employed people stop on their way home from work--pleased that they do not have to "leave work" during the day. Adults seem to feel more at ease, not rushed, by coming to see a counselor after regular office hours. Most of the adults enroll in evening courses and/or independent study by correspondence.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Program is highly effective. Marketing and publicity could be more visible to attract more adults.

May the contents of this form be shared? Yes X No___

Your name Irene Johnson Title College and Adult Counselor

Telephone (402) 472-1933 Institution Univ. of Nebr.-Lincoln, Div. Con't. Studies

Address 511A1 - Nebraska Hall, 901 No. 17 St.

City Lincoln State Nebraska Zip 68588

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Counseling services and programs

Primary Purpose(s)
To assist adult students in identifying academic programs best suited for their professional development.

Target Group
Entering adult students

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

All of the undergraduate and graduate classes and programs developed at ACU-Dallas have been designed specifically for the adult student. Half of the undergraduate and half of the graduate programs are multi-disciplinary in nature. These multi-disciplinary programs allow the student greater flexibility in selecting courses needed to enhance and develop his career objectives. Counseling becomes of paramount importance under such circumstances. Evening counseling hours are always available. In addition, special student groups have been organized to assist the new students in selecting a program and course offerings plan.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High
Please explain:
Research shows that 86% of all new students are influenced by university related counseling.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High
Please explain:

Counseling students is important and beneficial.

May the contents of this form be shared? Yes X No ___
Your name Dr. Douglas Warner Title President
Telephone ( ) Institution Abilene Christian College Metrocenter
Address 1700 Eastgate Dr.
City Garland State TX Zip 75041

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Counseling Services and programs

Primary Purpose(s)

To build confidence and peer support among adult learners.

Target Group

Full-time and part-time adult learners who indicated that they had never attended a postsecondary institution before or had not been successful completers of postsecondary programs.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Students entering our Women in Business and Displaced Homemaker programs meet prior to start of classes with course instructors and counselors who attempt to build community within the group through discussion of common problems, fears and anxieties. Peer support is built through such conferences making it much easier for the women to enter skill courses and academic work with greater confidence. These informal meetings continue until end of program or student decides to enter mainstream of college. Careers, children, family, classes, commuting, college requirements and health are some of the topics covered in this informal atmosphere. Teachers and counselors give of themselves as "peers" and role models.

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Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Student attrition is minimal and usually the result of changed plans based on career discussions or problems outside of class. Teachers and counselors are enthusiastic. Student satisfaction can be gauged by graduates who contact the college after a year's absence requesting a reunion.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Most emrollees go into paid positions or elect to continue at our college in specialized career areas. This approach has made our programs among the most sought after in our region. We have waiting lists of potential enrollees.

May the contents of this form be shared? Yes X No ___

Your name Dr. Winston H. Lavallee Title Assistant Dean of the College

Telephone 413 538-7000, Ext. 228 Institution Holyoke Community College

Address 303 Homestead Avenue

City Holyoke State MA Zip 01040

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Counseling Services

Primary Purpose(s)
To improve/enhance self-esteem, decision-making ability, academic survival skills, and the ability to manage family and situational concerns in order to facilitate successful completion of educational goals.

Target Group
Adult Re-entry students

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Through credited human development classes, adult re-entry students learn skills which contribute necessary support for successful completion of educational goals. Classes offered are 1) self-esteem training, 2) career exploration, 3) assertive training, 4) college survival skills, 5) stress management, 6) eliminating self-defeating behaviors, 7) peer counseling training and 8) human potential seminars. Course descriptions and outlines are available upon request.

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Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High
Please explain:

There is a very high degree of student retention with those students who enroll in Human Development classes. I would be more satisfied with a variety of module offerings which could reach a larger percentage of the students.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High
Please explain:
The program is highly effective with those students who enroll - could be more effective if a larger number of students were served.

May the contents of this form be shared? Yes X No ___
Your name Kay R. McCarthy Title Assoc. Dean of Human Development
Telephone 206 641-2213 Institution Bellevue
Address 3000 Landerholm Circle
City Bellevue State Wa Zip 98007

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Counseling services and programs - Academic Re-Entry Program

Primary Purpose(s)
Academic Re-Entry serves two essential purposes: (1) to introduce the college, its faculty and facilities to the older undergraduate student; (2) to serve as a support group for these students.

Target Group
Newly admitted older undergraduate students (25 or older) who are commencing or resuming an undergraduate degree program.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

The Academic Re-Entry program began in the fall of 1973. The Admission's Office notifies the Dean of Students Office when an older undergraduate has been admitted. The Dean of Students Office, through an older student who serves as the coordinator of the program, corresponds with each new matriculant prior to his or her arrival on campus welcoming the older undergraduate to the campus and describing the Academic Re-Entry Program. The ARE Program consists of three elements: a one-credit hour seminar for the adult learner co-instructed by the Dean of Students and the student coordinator; a chartered student organization called "Chrysalis" for older undergraduates; a Monday "brown bagger" no host lunch which meets, as do the other two elements, in the Older Student Lounge located in the College Center. The Seminar meets once per week for two hours for one term during which the services of the college are described, key faculty and administrators guest lecture, and supportive bonds are fashioned between and among the students enrolling in the course. The Seminar serves as a very effective orientation device.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain: Academic Re-Entry is highly successful. Some students (approximately 150 new students per year) participate in all three elements of ARE, some participate in one or two of the elements. No student has indicated a negative attitude toward ARE - many students have insisted that the Seminar be continued for a second and a third successive term. Academic and non-academic problems encountered by individual students are aired and are generally resolved. The seminar is conducted on an

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:
The students appreciate the attention the college devotes to them by establishing ARE and its elements. The academic uncertainties and apprehensions of the older students are resolved by group interaction. The academic achievement level of students participating in ARE averages one-third to one-half of a grade point higher than the all campus undergraduate GPA.

May the contents of this form be shared? Yes X No __
Your name Jack D. Morton Title Dean of Students
Telephone (503) 838-1220, Ext. 221 Institution Oregon College of Education
Address Monmouth
City Monmouth State Oregon Zip 97361

Oregon College of Education (continued)

informal, low key basis utilizing common principles of group dynamics.

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
F. Academic Advising

Primary Purpose(s)
To improve retention by having teachers act as "helpers."

Target Group
Current students.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

In an effort to improve the retention ratio, all teachers have been assigned approximately 10 students to act as "helpers" to these students. In order to determine its effectiveness, a log will be kept on how effective each teacher is with his/her particular group.

Satisfaction with success of program Low 1 2 3 4 5 High
Please explain:

Newly implemented.

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Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High
Please explain:

Teachers are extremely receptive to this idea and students, when they meet with their "helper," displayed a very positive response.

May the contents of this form be shared? Yes X No

Your name Gail Inez Hentz Title Dean of Faculty
Telephone 201 964-3663 Institution Roberts-Walsh Business School
Address 2343 Morris Avenue
City Union State New Jersey Zip 07083

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles) C. Orientation sessions and activities; D. Counseling services and programs; E. Registration procedures

Primary Purpose(s)

To ease the transition into the academic environment for the adult student and to acquaint them in a positive and meaningful manner with the College and our programs.

Target Group

Any adult student who is interested in pursuing an academic program who has never attended college.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Initiated in the Spring, 1978, program was entitled "First-Timers". Newspaper ads and radio spots promoted program. Participants were worked with individually by selected faculty after a group session. Those in attendance were given priority registration.

Continued in Fall, 1978 and 1979 with minor modifications. All "First Time" enrollers were assigned a permanent advisor. After two continuous semesters, "First Timers" are integrated into regular registration and advising.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

A sampling of those surveyed indicated positive feelings about the program. Many indicated they would not have enrolled had it not been for "First Timers" program. Seemingly high percentage have been routed from part-time non-degree students into full-time degree students.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain: Started as a "last minute" effort in Spring 1978 and has accomplished what we had hoped for. Since its conception, we have found that previous "First Time" students make excellent resource personnel for first general session and also as volunteer advisors during registration. An indepth study of effectiveness should be available at conclusion of this semester.

May the contents of this form be shared? Yes X No__

Your name Ronald B. Thomas Title Assistant Director for Student Svs.

Telephone (502) 769-2371 X 217 Institution Elizabethtown Community College

Address College Street Road

City Elizabethtown, State KY Zip 42701

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Counseling

Primary Purpose(s)

To provide counseling and noncredit coursework for women re-entering school and the work force.

Target Group

Re-entry women

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

The Opportunities for Women Program was initiated in 1974 and has grown from 12 courses with 123 enrollees to last FY 1979-80 a total of 172 programs with an enrollment of 6,641. The counseling service saw 997 women. All workshops are designed to deal with some of the special concerns of women and are offered open to the public as well as in-house, training programs. Most of the women are between 30 and 55, lacking self-confidence and needing financial assistance. We help them to clarify their goals, establish some priorities and connect them with key people in the community. Additionally, we offer support groups and a speaker's bureau.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

More staff and better facilities would greatly ease the pressure. We have more referrals than we can sometimes accommodate.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The best we can do is probably never good enough. We are constantly striving to improve the quantity and quality of the services which we perform.

May the contents of this form be shared? Yes X No

Your name Marialyce Conter Title Director
Telephone (602) 626-3902 Institution University of Arizona
Address 1717 E. Speedway #3212
City Tucson State Az Zip 85719

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Counseling services and programs.

Primary Purpose(s)

To attract and retain the older woman returning to work or college.

Target Group
Older women in the College's eight-county service area who are non-students but need assistance with career planning and those students returning to college either as full-time or part-time students.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

The Returning Woman program was initiated in 1974. Its organizer/advisor is a professional guidance counselor. An important program component is the H.E.R. Group, an officially recognized campus organization that meets weekly in support of the older woman returning to college. Special activities, including seminars and workshops, are offered for both older women on- and off-campus. Career planning workshops help attract women off-campus who are contemplating returning to work or school and reinforce the decisions made by women on-campus who are already enrolled. Contacts are made with the target group through news releases for off- and on-campus printed media and radio announcements. Mailouts are prepared periodically to enrolled women students over age 25. Success of the program is thought to have contributed to the College's continuing increase in female, over age 21, student population.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High
Please explain:

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High
Please explain:

May the contents of this form be shared? Yes X No___
Your name Mrs. Jane Wooten Title Coordinator of Institutional Research
Telephone (615) 452-8600 Ext. 241 Institution Volunteer State Community College
Address Nashville Pike
City Gallatin State Tennessee Zip 37066

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
COUNSELING SERVICE #D

Primary Purpose(s)
To establish support groups for Re-Entry Women.

Target Group
RE-ENTRY/RETURNING WOMEN

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

This program as established by counselors consists of the following elements:

(1) Class titled "Search & Discovery for Women"

(2) Class titled "Re-Entering Women"

A series of seminars sponsored by "Focus on Women" which include:

Human Sexuality	Know your Community Resources	Experiencing a Relationship
Women as Consumers	Creative Process	So you Want a Career
Life Span Changes	The Image of You	

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High
Please explain:

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High
Please explain:

May the contents of this form be shared? Yes X No __
Your name Art Hames Title Director of Counseling
Telephone (656) 2631 Ext 266 Institution CLACKAMAS COMMUNITY COLLEGE
Address 19600 S Molalla Ave
City Oregon City, State Oregon Zip 97045

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles) Counseling Division, New Horizons Women's Re-Entry Programs and Services

Primary Purpose(s) To devise innovative methods of offering and publicizing counseling support services to women, specifically: 1. To help retain women students already enrolled in college classes through the use of counseling support services. 2. To recruit new women students from within the community through the use of counseling support services. 3. To publicize other educational college services that would be of benefit to re-entry women students.

Target Group 1. Women students currently enrolled in college classes but relatively new to SAC. 2. Re-entry Women -- any community woman who has experienced a break in her education and wishes to resume her schooling, regardless of the level of education completed.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Recruitment/Retention Activities -- A series of Personal Growth Seminars/Workshops on a variety of self-help topics were scheduled and facilitated by counselors, faculty, and guest speakers. These seminars were offered both on and off campus during the week and on Saturdays. Women were not required to be enrolled in college classes in order to attend the seminars. However, students could, by selecting and attending a set number of the seminars, earn college credit by also enrolling in a Personal Growth Guidance class. Women attending the seminars were given information about SAC services and college support services, such as individual counseling appointments, non-traditional career counseling, displaced homemaker information, tutoring, child-care and financial aid information. Students were also given opportunities to enroll in other guidance classes such as Creative Job Search, Assertion Training, Stress Reduction, Career Planning, etc. At the same seminars, many women would sign up to participate in Women In Transition Support Groups.

(Cont'd. on next page)

Satisfaction with success of program Low 1 2 3 4 5 [✓ High]

Please explain: Positive results of the above activities resulted in the following: During a nine-week period of time, over 450 students attended Personal Growth Seminars, and five new guidance classes and four Women in Transition Support Groups were scheduled to meet new student needs. Requests from the community for academic classes were forwarded to appropriate academic deans with positive results. Requests from the community for additional new guidance classes have (Cont'd.on next page)

Estimated effectiveness of program Low 1 2 3 4 5 [✓ High]

Please explain: Although the program has not been in existence long enough for a formal evaluation, the immediate results as listed above, plus positive feedback from women who have used the services, and continued requests for more seminars and classes -- both on and off campus -- indicate a high rating of effectiveness of the program and services offered.

May the contents of this form be shared? Yes X No ___

Your name David Guzman
Title Dean, Counseling and Guidance
Telephone 714 835-3000, Ext. 401
Institution Santa Ana College
Address 17th at Bristol
City Santa Ana
State Ca
Zip 92706

Santa Ana College cont'd.

Description cont'd.

Description (cont'd.)

Publicizing of counseling support services included use of all campus media/communication services such as semester and mini semester schedules, campus newspaper, weekly announcements, monthly newsletter to re-entry/displaced homemaker students, professional organizations, churches, use of the Night Owl Newsletter to evening students, articles in public newspapers, radio and television announcements (free), fliers, posters, brochures, volunteer speakers from SAC for community events, and use of a self-referral postal card listing the services of the Women's Re-Entry Program.

Flexible scheduling of classes was made possible through the use of an umbrella-type topics guidance class which permitted open entry/open exit, variable units, and credit/no credit options to students. Thus, classes could be scheduled to meet new student enrollment needs on a variety of guidance topics at anytime — on or off campus — during the semester. These classes were on a positive attendance basis and, in some cases, with hours arranged.

Other outreach activities included an extensive Women's Week Program which offered seminars and workshops on a variety of topics of interest to women within our community. First-Step Seminars were also scheduled throughout the semester. These First-Step Seminars were used to introduce counseling services and appropriate district college services to women new to the college.

Satisfaction with success of program cont'd.

been received and are in the process of being facilitated. Over 800 re-entry and displaced homemaker women have requested regular mailings of a New Horizons Newsletter which provides updated information about new classes, seminars, support groups, etc.

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item for category titles)

Counseling

Primary Purpose(s)

To facilitate the transition that the returning woman makes when she assumes the role of student.

Target Group

EXPANDED HORIZONS - a program for Women

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

This program is based on the recognition that women often discontinue their education for a period of life for various reasons-marriage, child bearing, child rearing, the need to earn money, and even societal discouragement for women in higher education. Many who leave college or never attend wish to return later but are often afraid to do so. They are afraid to compete with the younger students, afraid their skills are diminished as well as feeling that their knowledge is outdated. These fears and anxieties prevent them from readily returning and often contribute to their early exit from the campus if they do return.

The women who do return are also likely to find themselves at a greater disadvantage; they have not had the college preparation usually provided to high school seniors nor are they likely to have the experience of working. Housewives tend to suffer most of all from a sense of acute disorientation and role overload. While the returning women may see higher education as a door to the future, this door is often a difficult one to open.

Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

Satisfaction with the program is high. Both staff, university-at-large, believe we are meeting the needs of entering adult women. As reported in quarterly evaluations, the students report a high degree of satisfaction on this method of beginning studies.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

The program, as evaluated by administration, faculty, staff, and students appears to be an effective method of getting back into education and the role of student. Effectiveness is high.

May the contents of this form be shared? Yes X No___

Your name Dr. Carol A. Phillips Title Director, Expanded Horizons

Telephone (513) 873-2101 Institution Wright State University

Address Col Glenn Highway

City Dayton, State Ohio Zip 45435

Description

The Expanded Horizons program, based on these beliefs, seeks to minimize the transition problems encountered by the adult women who enter higher education. Students enter the program as a group member - women sharing common interests and concerns. The groups take classes together, attend special presentations, and provide opportunities for social contact. The group concept also offers the opportunities to build and maintain a support system among students who have similar goals.

Classes are offered in blocks of time for the convenience of the mother or the working woman. The choice of classes are: English Composition, Basic Math, Beginning Algebra, Intermediate Algebra, Study Skills, Interpersonal Communication, Assertiveness, Life/Career Planning, and Math anxiety. All Classes are regular classes for credit, that have been set aside as self-contained classes for the Expanded Horizons Students.

To facilitate the beginning, all admissions, registrations, and financial aid information are handled within the Expanded Horizons office. An extensive orientation introduces students to the campus, (buildings and parking) as well as each other. From the beginning personal sharing is an important part of the building of a student's confidence and inclusion into the university.

The evaluations of more than 480 students to date are heart-warming. The program, its staff and its philosophy meet the needs of the entering student. The students learn to approach education as an interactive rather than a passive process. A successful foundation is built for future academic success.

Report Form **Attracting and Retaining Adult Learners**

Please type. Use separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Course Offerings

Primary Purpose(s)

Programs were designed to meet in-service training needs of local business, industry, government, and labor organizaitons.

Target Group

Adult employees of the above organizations.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

Specialized Clientele Programs are designed as short (4-16 hour) comprehensive instruction/training modules. Instruction takes place at the sponsoring organizations' locations, usually during working hours. Topics covered are tailored to the organization's needs or individual participant requests. All offerings are work/job related.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

In the first year of the program nearly 3,000 individuals have participated in approximately one hundred program offerings.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Participant and Sponsor program evaluations are excellent.

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May the contents of this form be shared? Yes X No___

Your name Robert V. Conter Title Ass't. Director, Conferences& Short Courses

Telephone (602) 626-1787 Institution University of Arizona

Address 1717 E. Speedway, #1201

City Tucson State Arizona Zip 85711

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Course offerings

Primary Purpose(s)
To meet the professional growth and certification needs of elementary and secondary school teachers.

Target Group

Full time and part-time teachers.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

The program began in the summer of 1966. The average enrollment for each year for the past 14 years has been 555 participants. Currently the program includes 30-35 workshops annually. Most workshops are for 3 or 4 quarter hours of undergraduate credit and are conducted for one week, Monday through Friday from 8:00 a.m. to 5 p.m. Other class times include late afternoon and night sessions for a period of time and weekend classes. Independent Directed Study is conducted for special individual needs. Most workshops have been and still are conducted on the campus of TNC. Some have been conducted at a school site and in more recent years at the Metro Nashville Teacher Center. The emphasis of the workshops is centered around the solution of problems that confront the teacher in the respective areas of study. The problem solving approach is used with dialogue, group work, and individualized instruction. Credit earned by teachers is used for various purposes such as: 1)the renewal of a teaching certificate, 2)the adding of an elem. endorsement to a secondary level certificate and vice versa, 3)completing the requirements for a professional certificate at either the elementary or secondary level,4)meeting professional growth requirements of local boards of education and 5) personal enrichment.

Satisfaction with success of program Low 1 2 3 4 5 [✓ High]

Please explain: During the program's 14 year history, 3119 different persons have enrolled for one or more workshops. 99% of the participants hold a Bachelors or Masters degree, or above and because of the relevance and quality of the program are willing to earn additional undergraduate work as offered in this program.

Estimated effectiveness of program Low 1 2 3 4 5 [✓ High]

Please explain: The workshops have contributed much toward Trevecca Nazarene College becoming well known among the educators of Tennessee and other states. Teachers have been attracted to the program from 20 different states and regularly compliment the program for its instructional quality and relevance to their professional needs.

May the contents of this form be shared? Yes X No ___

Your name Dr. G. L. Pennington Title Director of Workshops and Special Programs
Telephone 615) 244-6000 Ext. 235 Institution Trevecca Nazarene College
Address 333 Murfreesboro Road
City Nashville State TN Zip 37210

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Course Offerings - Certificate Programs

Primary Purpose(s)

To provide short (3 to 6 course) integrated course clusters in career-related areas as alternative or supplement to degrees.

Target Group

Adult students with probably short term goals or who may wish to supplement Liberal Arts Major with career-related studies.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Until recently, the Evening College curriculum consisted of many traditional baccalaureate programs supplemented by special interest electives developed randomly as need appeared. In academic planning the adult student with short term goals was not given serious attention.

During the last three years six short programs have been introduced in subject areas ranging from Personnel Administration to Computer Programming for Business Applications. Curriculum was drawn mainly from existing courses, although in some instances course content was revised or new courses created where University resources had not existed.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Planning at a greater-than-course but less-than-degree level enables us to meet adult needs better. Curriculum is better integrated in special interest fields and the programs are self-promoting. Enrollments in integrated courses have substantially increased. In one instance, all courses have been closed out for the past year. One program has been incorporated within a major.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Concept should be extended across the entire range of University curricula including the graduate level.

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May the contents of this form be shared? Yes X No__

Your name James Blackhurst Title Dean, Continuing Education

Telephone ( ) Institution State University of NY at Buffalo

Address Abbott Library 3425 Main Street

City Buffalo State NY Zip 14214

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Course offerings

Primary Purpose(s)

To offer practicing Health Care Professionals the opportunity to complete a concentrated area of study in Health Care policy, management and budgeting.

Target Group

Mid-level managers and Health Care administrators.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Health Care Management Certificate Program - A two year, pilot program begun in the Fall of 1978 offering persons in the Health Care field (present managers and persons aspiring to managerial positions) the opportunity to continue their education through professional development at the graduate and undergraduate levels. The six course sequence includes courses in management, accounting, public budgeting, health policy, health planning, urban planning, and policy and administrative theory. The University of Illinois Medical Center and Circle Campus are presently planning a series of non-credit intensified professional courses to begin Fall of 1980.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Although this program will end at Spring 1980, it has been well received by students and hospital administration. Approximately 150 students participated, 50 will complete the certificate program.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

As evaluated by students and planning committee composed of training directors of Health Care institutions and university personnel, program was relevant to student needs.

May the contents of this form be shared? Yes X No ___

Your name Tunis H. Dekker Title Director

Telephone (312) 996-2353 Institution Univ. Illinois Chicago Circle Campus

Address 2603 UH, P.O. Box 4348

City Chicago State Illinois Zip 60680

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Course offerings. Career Development and Advancement Program for Hospital Personnel

Primary Purpose(s)

To meet employee training needs for career development and advancement; to expand and extend available options for educational opportunity.

Target Group

Personnel of New York City hospitals (public and voluntary).

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

The Office of Continuing Education of BMCC has established a working relationship with the New York hospital community by development of contract and tuition courses which augment and supplement personnel training programs. In cooperative programming, this project constitutes an effort to offer courses which are otherwise unavailable to employees under existing training programs. In development of the program which is conducted at the facilities of the participating hospitals, the Office of Continuing Education works closely with the respective training directors in identification of needs, in design of courses, in scheduling of courses, in selection of students and in evaluation. At the individual sites, the training directors additionally assist in program promotion and student recruitment.

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Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

The program has expanded from five hospitals during Fall 1976 to eleven in Spring 1980, and the number is expected to substantially increase for Fall 1980. The program has motivated personnel to move from one hospital to another in pursuit of study opportunities; personnel from seventeen hospitals are enrolled in current courses.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

By working closely with training directors and personnel officers, student progress is carefully monitored and recorded. Through participation, the cooperating hospitals are able to offer their employees a wider variety of courses than might otherwise be available. The program, also, enables hospitals to move in directions which may not necessarily fall within the domain of established training policies(broadening inservice programming and serving other employee categories).

May the contents of this form be shared? Yes X No ___

Your name Prof. E.L. Charrier Title Coordinator of Institutional Programs

Telephone (212) 262-5443 Institution Borough of Manhatten Community College

Address 1633 Broadway

City New York State New York Zip 10019

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Course Offerings

Primary Purpose(s)

The National Association of Bank Women program is designed for women who are employed full-time within the field of banking and wish to obtain, without interrupting their careers, a college degree with a concentration in management.

Target Group

Women bankers who wish to move from areas of specialization in banking into executive posts.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

At the heart of the program is a series of six Management Institutes. These two-week sessions provide the basic core of the management curriculum. They are essential to the program for three reasons: (1) the intensive study which condenses the amount of in-class time needed to complete degree requirements; (2) the interaction among students which is itself part of this unique learning experience; and (3) the focus on the theory and practice of management as experienced by women in the banking organization.

In addition to recognizing the learning needs and time limitations of the fully employed banker, the program also recognizes the diverse backgrounds of women bankers and their wide geographic representation by providing a variety of means for earning academic credit for the degree.

To assure successful completion of degree requirements and a relevant educational experience for each student, the program provides (cont'd. on next page)

Satisfaction with success of program Low 1 2 3 4 _5_ High

Please explain:

To quote from the summary of the three-year evaluation done for the Carnegie Foundation, "...the students' evaluation of the NABW program was quite positive. It is difficult to identify any areas of true dissatisfaction or frustration. By and large the NABW program at Simmons is fulfilling the goals which both the students and NABW see as important. The quality (cont'd. on next page)

Estimated effectiveness of program Low 1 2 3 4 _5_ High

Please explain:

As to the impact of the program on the students' professional responsibilities, 47% responded to the questionnaire prepared for the Final Report that their job titles or responsibilities had changed for the better. Of the 70% of the respondents who reported that their attitudes toward their careers had changed in a positive direction, the most frequently mentioned change was (cont'd. on next page)

May the contents of this form be shared? Yes X No__

Your name Carol Pooler Title Director of Continuing Education

Telephone (617) 738-2141 Institution Simmons College

Address 300 The Fenway

City Boston State MA Zip 02115

Simmons College cont'd.

Description cont'd.

a system of educational experience for each student, the program provides a system of pre-admission advising by specially trained women bankers (Bank Education Advisers) in cooperation with a Simmons College counselor as well as continuous academic advising by Simmons faculty members throughout the student's participation in the program.

The Institutes cover the basic management theory and organizational behavior courses. Due to these intensive sessions, only four weeks of release time per year are needed from the student's bank.

During the Management Institutes, courses deal with the theory and practice of management as experience by women in the banking organization.

Satisfaction with Success of Program cont'd.

of instruction, advising, and other support seem to be good and consistent. The students report that they are being challenged and that they are learning. Both the professional and also the liberalizing aspects of the program seem to be successful. Although the students report some practical problems, it does seem that, from the students' point of view, the program is working well.

Estimated Effectiveness of Program cont'd.

in an increase of confidence. Also, 31% of the first Simmons class and 40% of the second indicated that their goals are now higher than they were at the time of entry into the program.

Report Form   Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Course offerings

Primary Purpose(s)

To provide continuing education offerings to licensed occupational groups as mandated by state law.

Target Group

Licensed people that need continuing education to maintain a license or apply for a license.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

With the enacting of the Iowa law, we began planning programs and procedures for providing mandatory continuing education. This involved meeting with state boards and developing methods for delivery to meet their guidelines. We have provided programming for registered nurses, licensed practical nurses, real estate salespersons, cosmetologists, long-term care facilities personnel, pharmacists, and funeral home directors.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

The programs have been rated highly by participants and enrollments have been good.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Many of the comments are very favorable from students. Likewide, we have attempted to bring in expertise from outside our area. There still is some resentment in being forced to have continuing education, but very little.

May the contents of this form be shared? Yes X No___

Your name Milton R. Nolting Title Supervisor of Continuing Education

Telephone 712 362-7231 Institution Iowa Lakes Community College

Address 300 South 18th Street

City Estherville State Iowa Zip 51334

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Course Offerings for Professionals

Primary Purpose(s)

To improve management awareness

Target Group

Industrial Personnel

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

A committee composed of industrial personnel determines quarterly workshops to increase employee awareness on critical issues. Some areas covered have been: labor relations, communication skills, motivation, and inter-personal relations.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

These workshops have been offered for several years and continue to draw 60-100 persons per quarter.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Verbal comments and written evaluations indicate a high rate of effectiveness.

May the contents of this form be shared? Yes X No__

Your name C. Otis Patton Title Dean of Continuing Education

Telephone 803 537-5286 Institution Chesterfield-Marlboro TEC

Address PO Drawer 928

City Cheraw State SC Zip 29520

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Course Offering

Primary Purpose(s)

Provide employment preparation and job skills training to employees of agencies and corporations, particularly C.E.T.A. personnel.

Target Group

C.E.T.A. prime sponsors, C.E.T.A-funded subcontractors, and other large agencies and corporations needing employee training.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

Classroom training designed to meet the employer's needs, when and where they need it. Since August 1979 about 800 students have been services through seven such contracts, providing each student with an average of 4.36 credits at the college. Contract trainees are encouraged to consider further offerings at the college and when possible contracts include provisions to provide educational counseling for the trainees.

Cost effectiveness has been increased by using a cost per credit formula for contracted trainings.

Satisfaction with success of program Low 1 2 [✓ 3] 4 5 High

Please explain:

Paraprofessional training has grown quickly. Prime sponsors and contractors see the community college as a viable training delivery system. However, timelines are very tight and affect the quality of some training programs.

Estimated effectiveness of program Low 1 2 [✓ 3] 4 5 High

Please explain:

Some students are highly motivated and use the skill training effectively. Others are fearful of lay-offs and see the training as easing out of a CETA-job. The later group is not motivated to work and thus we have a percentage between 10-60% of classes who fail the training.

May the contents of this form be shared? Yes X No___

Your name Mrs. Peggy Nelson Title CETA Coordinator

Telephone (313) 496-2639 Institution Wayne Community College

Address 2300 Park Avenue

City Detroit State MI 48201

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Orientation sessions and activities

Primary Purpose(s)

To reduce the anxiety that the non-traditional aged learner feels as she enrolls in school following a long hiatus in her education. To familiarize the student with campus resources that meet her unique needs as well as with those that are college-wide.

Target Group

New full-time and part-time non-traditional aged students.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

A special orientation was designed for the non-traditional aged students when the College initiated the Gateway Program in 1974. The women in this group are defined as women 25 years or older who have not been full-time students at a college or university during the past four years. As we have designed the orientation program for these women over time, we have evaluated and revised it. In its present form, the orientation session includes the following: 1) Study Skills Workshop, 2) Lunch and campus tour with peer counselors, 3) Self-Assessment Workshop, 4) Writing Skills Workshop, 5) Library Skills Workshop, 6) Lunch with academic advisors, and 7) Introduction of President, Deans, Registrar, Librarian and Counselor.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Because the two-day orientation has been revised based on the evaluation of the participants and because of the ease with which our students make the transition, we believe our service in this area is highly effective. I chose to describe this event because it reflects many of the services accorded the non-traditional aged learner.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

May the contents of this form be shared? Yes X No ___

Your name Marva Harris Title Director, Gateway Program

Telephone (412) 241 8200 Ext. 365 Institution Chatham College

Address Woodland Road

City Pittsburgh State PA Zip 15232

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Orientation Sessions

Primary Purpose(s)

To bring primarily non-academic information and support services to adult students in better formats and times. (Orientation sessions held prior to the semester have been poorly attended.)

Target Group

Adult evening students

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

The evening student association, with help from the Office of Student Affairs, developed an ongoing series of workshops on topics ranging from Career Planning, Resume Writing, and How to Handle Stress to Financial Aid and Term Paper Writing.

Workshops are held during the semester in two formats:

1) Every Tuesday evening from 5:50 - 6:20 p.m. - "The Tuesday Express" (students bring brown bag lunches or buy lunch from a meal cart) and

2) "The Saturday Express" on a Saturday with a luncheon scheduled for a small fee.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Our students know what they need and are very practical and professional in designing these services.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

More than 80 students signed up for the most recent "Saturday Express."

May the contents of this form be shared? Yes X No __

Your name James Blackhurst Title Dean, Continuing Education
Telephone (716) 831 3131 Institution State University of NY at Buffalo
Address Division of Continuing Education, Abbott Library 3435 Main Street
City Buffalo State NY Zip 14214

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Orientation Sessions/Community Presentations

Primary Purpose(s)

To inform general public of availability of Bachelor of Independent Studies External Degree Program.

Target Group

Adult learner in career who wants to complete a bachelor's degree.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

In past years we have run ads advertising the public information sessions and have held mini-orientation sessions on campus from 9-12 on Saturday mornings. Future forums will take the form of Community Presentations in area banks and libraries. They will probably be held in the evening and will be advertised in advance. Topics will include an overview of the interdisciplinary studies curriculum, components of the delivery system, objectives, methods of evaluation, and projected outcomes from experiences of graduates.

Satisfaction with success of program Low 1 2 [✓ 3] [✓ 4] 5 High

Please explain:

We are still searching for ways to reach prospective clients for orientation (and to do it with limited monies for promotion).

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Very effective for clients who attend. It helps them to try on the program for size and see if it fits their educational background and objectives.

May the contents of this form be shared? Yes X No __

Your name Kevin E. Kearney Title Director, BIS Program

Telephone (813) 974 4058 Institution University of South Florida

Address BIS Office, University of South Florida

City Tampa State FL Zip 33620

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Orientation Session

Primary Purpose(s)

To introduce the re-entry student to the campus, its services, and resources in a supportive and non-threatening way.

Target Group

Full-time or part-time students, probably over 25, and who have been out of the education system for more than three years. Appealing especially to single parents, homemakers, women seeking career changes.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

"Catch Your Second Wind" Workshop

This six hour workshop offered for 1/2 unit of non-transferable credit provides basic information about the campus as well as covering some of the issues of job search, career decisions, coping with returning to school as a parent and/or full time employee. Peer advisors were active participants, sharing their own experiences, answering questions, conducting campus tours, working in small groups discussions.

The workshop is offered the Saturday before new student registration, preparing the re-entry person for the newly beginning quarter. Peer advisors are also available at the registration center to assist these new students and provide a friendly face.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain: The dymanics of the groups have proven very successful, helping the re-entry student to realize he/she is not alone. Being on campus without all "those young students" relieved much of the first day pressure. Many of the workshop participants have enrolled either on part-time or full-time basis, some have continued to use the various campus services provided to the community: career counseling, job placement, etc.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

A survey taken after the workshop showed very positive results from the participants. The program will be continued, possibly expanded.

May the contents of this form be shared? Yes X No

Your name Kathleen McCombs Title Career Development Specialist
Telephone (707) 443 8411 Ext. 405 Institution College of the Redwoods
Address Career Center
City Eureka State CA Zip 95501

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Orientation Sessions and Activities

Primary Purpose(s)

To acquaint the adult student with the campus in very way possible.

Target Group

The adult student returning to school on a full or part-time basis.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

In September of 1979 the CERC office has an "Open House" for adult students returning to college. The Open House consisted of all colleges on campus and branches displaying information on what their college offers to students. Other offices that attended were: Parking, Financial Aid, Career Planning and Placement, Admissions, Women's Studies and Student Health Services. We provided a panel of adult students who had returned to college. They were there for any questions and a panel discussion period. The Open House was from 6-9:30 p.m. and 125 people were in attendance. Registration was available for any student who wanted to register for fall quarter through CERC. Evaluations were completed by every office in attendance and an overall view was excellent. We will be having another Open House this fall, 1980.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High
Please explain:

Very pleased with campus support and student turn-out.

Estimated effectiveness of program Low 1 2 [✓ 3] 4 5 High
Please explain:

May the contents of this form be shared? Yes X No__

Your name Margaret Hyer Title Unit Director, Registrations & Records
Telephone (513) 475 6932 Institution University of Cincinnati
Address
City Cincinnati State OH Zip

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Orientation Sessions and Activities

Primary Purpose(s)

To introduce adult learners to the many services and programs which are helpful to them as they return to school.

Target Group
Individuals who are at least 25 years of age and who have had an interruption of from one to many years in their educational process. Primary emphasis is placed on the undergraduate student.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

From a computer printout of all incoming undergraduates who are 25+ we make mailing labels, then invite these persons via letter to the Orientation for returning students. Our Advisement for Registration pamphlet, which goes to each new student, also carries the listing of this orientation, which is held immediately after the new student and transfer orientation sessions. The program is designed to reorient the mature individual to the campus, help relate previous educational and career experiences to current goals, and provide a perspective on skills needed to succeed. Items covered include information for self-evaluation, financial planning, personal time and curriculum planning, access to needed auxiliary and special services (housing, child care, employment, peer social groups) and academic options (advanced placement, credit by exam, etc.) The formal program is followed by an informal party which allows students to meet one another and to meet some faculty and staff members. We hand out extensive information in packet form for their future reference, such as a "How to Study" guide, information on reading and study skills courses, etc.

Satisfaction with success of program Low 1 2 3 4 5 [✓ High]
Please explain:
From the evaluations we have collected, students are very pleased to have the information packets and to meet both the staff and each other. They seem surprised that the University cares about them personally and goes to this "trouble" to help them feel comfortable and find their "niche".

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High
Please explain:
We feel the program is effective because it merely introduces students to certain high-interest areas and then invites them to go to the office or area in question for further help. They do seek further help, according to the reports we get from other offices.

May the contents of this form be shared? YesX No___
Your name Mervyn W. Stelter Title Director, University Planning & Analysis
Telephone 817) 788-2300 Institution North Texas State University
Address P. O. Box 13826
City Denton State Texas Zip 76203

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Orientation Sessions

Primary Purpose(s)

Provide opportunities for adults to investigate returning to higher education without a commitment

Target Group

Adults in capital district

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

"Look Us Over" Night

Conducted evening session, 7-9 p.m. one week prior to in-person registration for both fall and spring terms. In attendance were department chairmen, college President, Deans and key administrators to talk about admissions, financial aid programs, anxieties of returning adults counseling, career counseling, registration, etc. Last half of program students talked with appropriate department chairmen. Refreshments provided.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Fall attendance: 200; Spring attendance: 50

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Students comments highly supported the program

May the contents of this form be shared? Yes X No

Your name Dr. Robert E. Pennock Title Dean of Continuing Education

Telephone (518) 445 1717 Institution Russell Sage College

Address 140 New Scotland Avenue

City Albany State NY Zip 12208

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Orientation sessions and activities

Primary Purpose(s)

To give adults an opportunity to find out about the campus and what the University could offer them.

Target Group

Adults in the community who were considering returning to the classroom but had not committed themselves to being admitted.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

During the summer, three open house orientation sessions were held. Representatives from each college were invited, plus people from admissions and financial aids. Two representatives from the Non-traditional Student Club were also invited.

The students gave a short summary of their feelings when they returned to school, and then the admissions procedures were explained. The group was then given a chance to ask questions and talk to the college representatives.

The meetings were kept informal in the hope that the prospective students would feel less intimidated.

The meetings were scheduled in the late afternoon, at night, and on Saturday morning to reach a greater variety of people.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The prospective students were asked to fill out a questionaire to indicate some needs and concerns. The response was helpful for needs assessment.

66 prospective students attended the sessions.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

We would like to have the orientations again. It is estimated that 65% of the adults who attended the open house sessions registered for classes within the next two semesters.

May the contents of this form be shared? Yes X No

Your name Carleen Morgan Title Coordinator, Nontraditional Student Program

Telephone (605) 688 4423 Institution South Dakota State University

Address Pugsley 202

City Brookings State SD Zip 57007

Report Form   Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Orientation sessions and activities

Primary Purpose(s)

To design ways to better prepare incoming adult students, expecially those who have been out of school for some time, to successfully complete classes.

Target Group

Adults considering a return to college classes.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Offer two programs before the beginning of each term: one is a workshop designed to deal with common fears, concerns, and problem areas. Subjects dealt with are discussed in the attachment and also include some time spent on study skill brush-up as well as personal feelings, needs, college programs, career resources. The second program is an orientation to services available at Coe. This begins with a campus tour, returning to the campus counseling center for the rest of the meeting. Registrar duscusses transfer evaluation, registration and advising procedures and answers questions; counseling center discusses services available for adults including career counseling as well as study helps and personal counseling. Current students speak at both these programs about their own adjustment to campus and provide support and encouragement. The orientation also provides nitty-gritty information on procedures, mailboxes, parking, library usage, etc. New adult students have adult "colleagues" who are presently students at Coe; these colleagues offer support and encouragement during first semester as well as prior to start of classes.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

None of the students who went through the back-to-school workshop have dropped out and evaluation forms indicate high level of satisfaction with program.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

see above

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May the contents of this form be shared? Yes X No ___

Your name Dorothy Hinman Title Coordinator of Continuing Education

Telephone (319) 399 8500 Institution Coe College

Address

City Cedar Rapids State IA Zip 52402

Report Form   Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Orientation Sessions (How to Succeed in College)

Primary Purpose(s)

To encourage first time adults to consider college by reducing the threat.

Target Group

General adult audience considering higher education of some kind.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

We run an advertisement in the local paper which offers "free sessions" of our introductory course "How to Succeed in College". People send in reservations for the session.

Spring 1979	204 responses to the ad.
January 16 session	106 responses: 71 attended
January 18 session	98 responses: 46 attended.

Subsequent enrollment in the actual course for spring: 125 people in five sections.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Not enough promotion. Numbers are low relative to what this can do.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Evaluation of session is high. There is an excellent atmosphere. Over 1/3 of those attending link with our Continuing Education program in some way.

May the contents of this form be shared? Yes X No___

Your name Walter A. Crocker Title Dean, Office of Continuing Ed & School Svs.

Telephone (401) 456 8210 Institution Rhode Island College

Address 500 Mt. Pleasant Avenue

City Providence State RI Zip 02908

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Adult Workshop in June "Putting a Degree Together"

Primary Purpose(s)

To allow the first-time adult student to experience a mini orientation session at the college.

Target Group

The adult population who responded to a flyer distributed to a combined mailing list of inquiries to the Week-end College, the current student body who act as peer counselors and our Cultural Centre list.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Program was initiated in 1977 with the co-operation of committed faculty and administration as a mini-workshop patterned on the orientation given to incoming freshmen and transfer students in the spring.

It includes a general information session; small group session at which time adults learn of the College's academic programs; a second small session which introduces the aspect of job availability in the area, scholar incentives and qualifications for these positions; a third session - a student panel which varies from year to year in choice of topic. Students describe their joys, frustrations and coping strategies for returning to school. This year the panel will discuss the credit for life experience program and their involvement in the process.

Finally we have found it most beneficial to run the program on the same day as "Artists on Campus" thereby opening the events of the day to wider audience.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

25% of students contacted through Workshop made appointments for advisement. Of these, 50% enrolled in fall semester. 20% enrolled in the second summer session. Some chose to enroll in a local community college due to finances. (Invariably these students return to us once they have made contact with our financial aid office.)

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

We have expanded our reach out into the local community to include the minority student. We have accomplished this in some small measure; we would like to increase this number.

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May the contents of this form be shared? Yes X No

Your name Sister Janice Dionne Title Acting Director - FRI-SAT College

Telephone 914 561 0800 Institution Mount Saint Mary College

Address Powell Avenue

City Newburg State NY Zip 12550

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Orientation Sessions and Activities

Primary Purpose(s) To provide new Weekend College students with a general orientation in order to relieve anxiety and dispense information. To provide new and returning Weekend College students with an orientation session to each of their classes so that the withdrawal rate between the date students sign up for classes and the date of the first weekend of classes could be reduced by 50%.

Target Group

New and returning Weekend College students.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

New Weekend College students are required to attend a general orientation session where they meet and hear from returning Weekend College students about their experiences in adjusting to the program, staying with it, and setting priorities. Students also meet and hear from the Weekend College staff. Orientation session is intended to relieve anxiety and introduce new students to the "success" stories of others similar in background to them who are making it and have made it.

In addition, since Weekend College students receive their assignments for classes sometimes two months in advance, anxiety builds up during that period and a large number of students were withdrawing simply because of "cold feet". An orientation session to each class was begun two trimesters ago, where students meet with their professors before it actually "counts" and they go over the assignments, the course requirements in more detail, and questions are answered. Withdrawal rate was reduced by over 50% when orientation sessions to classes were begun.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Objectives were achieved: withdrawal rate for anxiety was reduced by over 50%.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

High. More efficient methods of reducing attrition and withdrawals by non-traditional students are being explored, but it is difficult when school is not #1 priority and quality of program must be maintained.

May the contents of this form be shared? Yes X No __

Your name Dr. Antonio Rigual Title Assistant Academic Dean

Telephone (512) 434 6711 Ext 287 Institution Our Lady of the Lake University

Address 411 SW 24th Street

City San Antonio State TX Zip 78285

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Orientation sessions and activities - Salem Older Student Night

Primary Purpose(s)

The purpose of this evening program is to introduce Oregon College of Education to prospective adult learners in the Salem, Oregon metropolitan area.

Target Group

Prospective older adult students.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

During the late summer OCE acquires space in the Salem YWCA for an evening meeting with prospective older students. The President of the College, Deans, Provost, Department Chairmen, and administrative and instructional faculty are introduced and the programs and facilities of the college are explained. Sufficient time is scheduled so that the prospective students have opportunities to meet individually with appropriate faculty and administrators. Financial aids, course selection, course scheduling, the acceptance of transfer credit are typical of the common problems discussed.

Equally significant is the presence of presently-enrolled older learners who provide a peer-group liaison with prospective students. Selected students from the preceding year's Academic Re-Entry program are invited to participate and they make a most effective contribution.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Prospective students who have later enrolled at OCE have indicated their appreciation of the program. They indicate that the evening provides a good, general introduction to the campus and they enjoy the chance to identify students, faculty and administrators who they later can utilize once they enroll at OCE.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

An appreciable portion of those prospective students who participate in the evening program later enroll at OCE.

May the contents of this form be shared? Yes X No__

Your name Jack D. Morton Title Dean of Students

Telephone (503) 838 1220 Ext. 221 Institution Oregon College of Education

Address

City Monmouth State OR Zip 97361

Report Form   Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Orientation Sessions and Activities

Primary Purpose(s)

To learn to reduce barriers, cope with college and finance an education

Target Group

Adults in the Greater Grand Forks area

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

The workshop, HOW DO I GET TO COLLEGE? was held at the Grand Forks Public Library, Tuesday, May 20, 7-9:30 p.m. for any adult interested in returning to or starting school. The following sessions were given three times during the evening:

Reducing the Barriers - How do I apply to a university? How will I know what classes to take? What is registration all about and how will I be able to operate in a university setting? were the topics covered in this section.

Coping with College - Topics included: How is college going to change my lifestyle? How do I study? I don't have a career goal set - is there someone to help me? How will my family adapt?

Financing Your Education - Topics included: How do I budget for college?

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

60 persons attended. Evaluation results were all very positive.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

This will help us give much-needed information to prospective adult students.

May the contents of this form be shared? Yes X No___

Your name Barbara B. Cichy Title Director, Community Services

Telephone (701) 777 4237 Institution University of North Dakota

Address Box 8277 University Station

City Grand Forks State ND Zip 58202

University of North Dakota (continued)

What financial opportunities are available to me? Will there be tax benefits from my educational expenses? What about all the forms that need to be filled out? Are there timelines?

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles) Orientation sessions and activities —
Name of program - "SECOND FLIGHT"

Primary Purpose(s)
To orient adult female students who have not been involved in formal education for an extended time period to the college environment. The purpose for the program was to acquaint these students with the College and its services and to relieve anxieties about coming back to school

Target Group
Women students over 25 years of age. (Younger students are also allowed to participate upon their request)

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Program brochures and information are distributed throughout the College and the community.

First-time entering women students who are 25 or older, and who have submitted an application for admission are sent a letter from the "Second Flight" coordinator to participate in the program.

The coordinator, who is a woman counselor, arranges "coffees" or informal meetings of groups of about twenty.

In an informal setting, a welcome to the College is presented and various subjects are presented and discussed that relate to the woman who is entering a period of "second flight."

Career and life-planning programs are presented as well as information on other services such as tutoring and special curriculum.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High
Please explain:
Very successful in terms of feedback and participation. The program continues to be refined with new ideas and feedback. A better tracking system should be devised.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High
Please explain:
There is a big market for this program. While it is done on-campus and on an outreach basis, the potential is yet unrealized. The responses from participants is overwhelmingly positive.

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May the contents of this form be shared? Yes X No___
Your name C. Anthony Cagle Title Dean of Student Personnel Services - Metro
Telephone 918 587-6561 ext. 359 Institution Tulsa Junior College
Address 909 South Boston
City Tulsa State Oklahoma Zip 74119

Tulsa Junior College (continued)

A feedback/interaction session is held over a cup of coffee with members of the group who share their goals, special situations, concerns, anxieties, and questions related to "starting back to school."

Opportunities are given for special interest sessions to meet throughout the semester such as Career Exploration and special seminars on topics such as Single Parenting, Coping with Divorce, Stress Management, Getting a Job, and others.

Report Form — Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Skill Development

Primary Purpose(s)

To train and assist students who have been absent from the academic milieu in acclimatizing themselves to the didactics of college level work.

Target Group

Adult students who have expressed desires to explore or resume educational objectives on a part time basis.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Given as a two session workshop with a workbook to accompany the lecture and discussion. The format also uses student text books or student class notes as demonstration material.

The workshop is divided into two parts: what and how to assemble material for study and how to approach the actual study time to facilitate the learning process; and the basic concepts of both objective and essay type testing with instruction in the use of the "Mnemonic Test-Taking Method". This test method is designed primarily for students with a high level of test anxiety. This workshop was held at three University campuses at the beginning of the Fall term.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Some students requested close follow-up until they were able to fully apply the Mnemonic Method to science, literary, and subject data courses.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Extremely effective for those students who applied the skills learned in the workshop.
Moderate effectiveness for students whose basic fear of tests forstalled even the learning of the Mnemonic Method.

May the contents of this form be shared? Yes X No ___

Your name Anita Bacon Title Non-Degree Advisor/BGS Coordinator
Telephone (203) 486-4670 Institution UConn/Adult Counseling Service
Address U-56A
City Storrs State CT Zip 06268

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Skill Development

Primary Purpose(s)

To provide adult students with an opportunity to participate in reading and study skills laboratory and other experiences to assist them in appropriate transition to college level work.

Target Group

Adults interested in returning to collegiate work or embarking on collegiate work for the first time.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

Reading/Study Skills Laboratory offers a course in reading and study skills for all students who desire it. A special Back to School Survival Skills course has been developed for students who have been away from school a long time or who are adults embarking on collegiate experience for the first time. Many of the students who have participated in this program have been generated through our Community Career Planning Center for Women, and are women referred from that system.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High
Please explain:

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High
Please explain:

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May the contents of this form be shared? Yes X No ___
Your name Doug Smith Title Assoc. Dean for Continuing Education
Telephone (515) 271-2121 Institution Drake University
Address 202 Admin. Bldg. 2700 University Avenue
City Des Moines State Iowa Zip 50311

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Skill Development

Primary Purpose(s)

To rapidly improve the basic skills of adult students so that they can successfully complete a vocational program.

Target Group

Adults with low reading and math levels

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Adults with low reading and/or math levels are referred to a special evening tutorial program. This program uses the Basic Skills component of the PLATO computer system produced by Control Data Corporation. Reading and math levels increase approximately 1 grade level for every 30 hours of instruction.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Adults have learned to read and to perform mathematical calculations at rates far faster than book oriented adult basic education programs. Adults who are completely "turned off" by reading have been successful for the first time.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

The 6 people currently enrolled will graduate in May. Without this experience they all would have been terminated from the program.

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May the contents of this form be shared? Yes X No

Your name Ann Taylor Title Program Coordinator

Telephone (605) 347-2611 Institution Western Dakota Vo-Tech Institute

Address Box 120

City Sturgis State SD Zip 57785

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Skill Development

Primary Purpose(s)

To provide a concentrated exposure of structured learning opportunities for adults to become efficient learners at the post-secondary level.

Target Group

Adult learners who function academically below the 15th percentile for college freshmen on the Nelson-Denny reading test.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Preliminary Developmental Studies Program

A one-quarter program (20 hours per week) which focuses on the use of languages (verbal and numerical) to communicate, express, and be communicated with. Two hours per week (an hour taken from each the English and mathematics class) are spent with trained counselors who conduct small-group, task-oriented discussions.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The program permits concentration on the resolution of academic deficiencies while it accommodates a more homogenic stratification of capabilities for those who choose to benefit from it.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

We are still looking for means to improve the program.

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May the contents of this form be shared? Yes X No___

Your name Arthur T. Cavano

Title Associate Dean of Instruction: General Education

Telephone (919) 323-1961

Institution Fayetteville Technical Institute

Address P.O. Box 35236

City Fayetteville

State North Carolina

Zip 28303

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Skill Development

Primary Purpose(s)

To develop tool skills for the successful college learning experience in students for whom the prior educational record has been one of disadvantage, underachievement, or failure.

Target Group

Students exhibiting (1) ACT composite score of 12 or less, (2) ACT area scores of 10 or less, (3) high school transcripts indicating scholastic difficulty and/or failure or, (4) adults who return to school after a prolonged absence.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Implemented in 1971, the Learning Skills Center purposes to provide students with the resources and opportunities to acquire the skills and attitudes necessary for successful postsecondary educational experiences. Students are provided training in reading and learning skills plus skill development in math. Additionally they may enroll in 1, 2, or 3 hour courses to complement natural and social sciences studies, and students are encouraged to seek assistance with their course work on a stop-in basis at any time during the day and expanded evening hours.

Satisfaction with success of program Low 1 2 3 4 5 [✓ High]

Please explain:

Satisfaction is documented by the success of the students and by the college's assuming fiscal responsibilities for the program when external funding was no longer availabe.

Estimated effectiveness of program Low 1 2 3 4 5 [✓ High]

Please explain:

Prior to program initiation, the failure rate exceeded 20% and student attrition was often as high as 60-70%. Failure rate has decreased and student persistence has increased.

May the contents of this form be shared? Yes X No___

Your name Bill R. Moseley Title Vice President for Administrative Affairs
Telephone (214) 785-7661 Institution Paris Junior College
Address 2400 Clarksville St.
City Paris State TX Zip 75460

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Skill Development

Primary Purpose(s) The Individualized Manpower Training System (IMTS) was implemented to provide an individualized, open entry program for remedial or developmental math, English, and reading. Courses in study skills, vocabulary and spelling, speed reading, and applied communications were designed to aid students in obtaining supplemental skills to better their performance in their curricula.

Target Group Developmental courses are offered for entering curriculum students whose placement tests indicate skill deficiencies. General Education Development (GED) students enroll in developmental courses to prepare for the high school equivalency exam. High school students may audit any course in the program to strengthen their skills. The CETA developmental education students also work within the IMTS framework.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

The Test of Adult Basic Education (TABE) is used as the diagnostic foundation for IMTS reading, math, and English course. Each student has an individual study schedule designed to correct skill deficiencies through assignments in a modular format. Through this personalized approach with its well-planned management system, students and instructors are constantly aware of progress and necessary revisions in their study schedules. In addition to developmental subject area classes, students participate in life/coping skills, consumer education, and learning style mapping.

The supplemental curriculum courses are capable of being tailored to meet the needs of students in various curricula.

All courses are offered Monday through Friday between 8 a.m. and 1 p.m. and four nights a week from 6 p.m. to 10:30 p.m. Flexible scheduling and open-entry classes are successful in meeting a variety of needs.

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Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High
Please explain:

Through the implementation of IMTS and open-entry classes, the attrition rate for developmental students decreased and the number of students taking their GED exam increased.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High
Please explain:

This program has been effective in providing students with the entry level skills needed for successful curriculum completion. The average amount of time spent on a task to raise a student one grade level follows: in English, 20 hours; in reading, 30 hours; and in math, 20 hours. Students enrolled in the supplemental curriculum classes have expressed noticeable improvement in their curricula.

May the contents of this form be shared? Yes X No ___
Your name Dana Burch Title Learning Lab Coordinator
Telephone 803 537-5286 Institution Chesterfield-Marlboro TEC
Address P.O. Box Drawer 928
City Cheraw State SC Zip 29520

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Skill Development

Primary Purpose(s)

To allow degree seeking adults to gain confidence in their academic skills in a peer group situation which is non-threatening.

Target Group

Part-time adult women students seeking BA degrees

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Hollins College is a liberal arts college for women and the Continuing Education program is designed for part-time women students over 27 years of age/ or who have been out of formal education for at least four years-to return and complete (or begin) a B.A. degree. The re-entry courses are designed to get these women back into the academic world with the least amount of trauma. The courses are small (limited to 15), books are read, discussions held, papers read, and students generally get over intital fears, lack of confidence, etc. These courses are not required but most are strongly urged to take at least one semester amoung peers in a non-threatening environment, before going out into the college at large. The courses are full credit courses.

Satisfaction with success of program Low 1 2 3 4 5 [✓ High]
Please explain:

Students going through the re-entry program seldom if ever drop out or experience second rate citizen status as do some others who go immediately into the regular courses.

Estimated effectiveness of program Low 1 2 3 4 5 [✓ High]
Please explain:

Students who take the re-entry program all attest to its effectiveness.

May the contents of this form be shared? Yes X No ___
Your name Ruth Frazier Title Director of Continuing Education
Telephone 703 362-6496 Institution Hollins College
Address
City Hollins College State VA Zip 24020

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

G. Class Scheduling

Primary Purpose(s)

To allow working adults to attend class.

Target Group

Employed adults

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

Regular 16 week semesters are compressed into 8 week terms at night. This enables students to take two courses each 8 weeks and maintain full time status. They may receive full time VA benefits and other aid and proceed at a normal pace for a degree.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Students have responded in great numbers. Out night program literally grew overnight.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Many night students are taking advantage.

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May the contents of this form be shared? Yes X No __

Your name William R. Ferrell Title Director of Admissions

Telephone (803) 775 6341 Institution USC - Sumter

Address Miller Road

City Sumter State South Carolina Zip 29150

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

g. Class Scheduling

Primary Purpose(s)

Provide optional formats for students

Target Group

Primarily graduate students, but some undergraduate courses now being re-scheduled.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Operating courses on an intensive basis in several formats:

1. Intensive one week courses with course requirements and texts mailed to students one month ahead of time
2. Intensive two weekends
3. Intensive two weeks (summer only) with morning or afternoon sessions only.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Increased enrollments in programs using new formats.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Students very pleased

May the contents of this form be shared? Yes X No___

Your name Dr. Robert E. Pennock Title Dean of Continuing Education

Telephone 518 445-1717 Institution Russell Sage College

Address 140 New Scotland Avenue

City Albany State New York Zip 12208

Report Form — Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item ° for category titles)

Scheduling - Curricular innovations

Primary Purpose(s)

To ease transition of returning adult students to the academic setting

Target Group

Undergraduates 25 years old and older who are pursuing a degree and are able to attend morning classes

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

The Mature Students Program reserves sections of introductory level classes for undergraduates 25 years old and older. These sections are closed to younger students. Instructors are selected to be sensitive to needs of older students. Voluntary assessment of academic skills prior to enrollment is available. Free tuition is provided for students 60 years old and older.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Students who are beyond their initial semester report that they would not now be enrolled if they had not had access to the Mature Students Program. One problem is that more and more adults work full time and cannot take morning classes.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Highly effective in retaining students. Less effective in recruiting students because many adults have transfer credit for introductory level courses.

May the contents of this form be shared? Yes X No__

Your name Dorothy S. Fidler Title Coordinator, Special Programs

Telephone 803 , 777-2260 Institution University of South Carolina

Address 1728 College Street,

City Columbia State SC Zip 29208

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item ° for category titles)

Class Scheduling

Primary Purpose(s)

To schedule classes for the convenience of the students

Target Group

Older Students

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Excerpt from Catalog and Schedule of Classes:

I don't have a lot of time. Do you have any short classes?

Yes, we do. The college offers many short term classes in a vast array of subjects. These classes vary in length from one day to 15 weeks. Some classes meet only on weekends. These special classes are noted in the schedule of classes beginning on page 45. You may also be interested in a lecture series or one-day workshop. The college will offer a large number of lectures and workshops this semester. We'll send you a flyer announcing these offerings if you call the community services office at 963-0811, ext. 256. More information is on page 27.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Enrollment is up. Student satisfaction is high.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

See above

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May the contents of this form be shared? Yes X No__

Your name Neel Buell Title Director, Emeritus Institute

Telephone (714) 963-0811 Institution Coastline Community College

Address 10231 Slater Avenue

City Fountain Valley State California Zip 92708

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Class Scheduling

Primary Purpose(s)

To provide classes at a time convenient for adult students.

Target Group

All full-time and part-time adult students.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

The unique scheduling concept developed by ACU-Dallas makes its offerings very convenient for the working student. The concept allows the academic demands of each course to be met by attending class once per week--morning or evening for the duration of the semester. Each class is offered twice weekly--once in the morning, and repeated by the same instructor covering the same materials in the evening. The student may elect to attend either the day or the night session weekly.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

The unique scheduling of classes has proved most advantageous to adult students. Research shows it is one of the primary motivating factors in attending the university.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Extremely effective

May the contents of this form be shared? Yes X No__

Your name Dr. Douglas Warner Title President

Telephone ( ) Institution Abilene Christian U. at Dallas

Address 1700 Eastgate Drive

City Garland State Texas Zip 75041

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Class scheduling (re-entry courses)

Primary Purpose(s)

To offer a choice of several regular college courses for full credit taught once a week for three hours instead of three times a week for one hour (called re-entry courses)

Target Group

Part-time adult students who have been away from formal education, who qualify for admission to the University, and who are working or have other responsibilities which prevent them from coming to campus more than once a week.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Re-entry courses meet in seminar formal, weekly, for three hours and are paced to allow the redevelopment of academic skills. The professors are regular faculty members who are selected because they have indicated interest in working with, and sensitivity to the returning adult. In conjunction with these courses, additional sessions on writing term papers, researching a paper, preparing for exams and use of the library are offered. Courses selected are part of the regular liberal arts curriculum. In the fall, Introduction to Philosophy and Social Organization will be offered.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Each semester the students enrolled have expressed satisfaction with "re-entry courses." They felt confident to enter the regular classroom and to meet the demands and requirements of a heavier schedule. The re-entry courses are designed to ease the transition back to school and they have succeeded in doing so.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

Once a student has taken a re-entry course he/she is more capable of assessing strengths and weaknesses in academic skills. The fact that all students in the class are "returning adults" is psychologically supportive and fosters a sense of identity and belonging on campus

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May the contents of this form be shared? Yes X No___

Your name Mary Ann Stroker Title Associate Director Continuing University Education
Telephone 201 377-3000 ext. 324 Institution Drew University
Address Madison Avenue
City Madison State New Jersey Zip 07940

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Class Scheduling

Primary Purpose(s)

To provide course offerings to students at times most conducive to their work schedules.

Target Group

Part-time evening students.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Drake University has offered approximately 220 late afternoon and weekend college credit courses, both undergraduate and graduate, for the past 20 to 30 years. There has been considerable expansion of the weekend college concept and there is considerable discussion at the present time of moving into 5:30 or 6:00 p.m. starting time for three credit hour courses that are offered one night a week. The weekend courses - Weekend College - concept has made it possible for students to go two days on a weekend once a month and meet the 45 hours normally expected of a student in a three hour credit course and there are a variety of variations of that model including Friday night through Sunday, or in some cases, Friday evening and Saturday with sufficient meetings to meet course and University requirements.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

May the contents of this form be shared? Yes X No

Your name Doug Smith Title Associate Dean, College for Continuing Ed.

Telephone (515) 271 2121 Institution Drake University

Address 2700 University Avenue

City Des Moines, State Iowa Zip 50311

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Class Scheduling

Primary Purpose(s)

Make opportunity available to all adults

Target Group

Self employed

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

6 a.m. Courses
Noon Time
Weekend
Miniterms (September & December)
Courses by Videotape at University Library

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

We satisfy our clients. We must reach night time employed!

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

People use it.

May the contents of this form be shared? Yes X No___

Your name John P. Anderson Title Dean of Special Studies
Telephone (205) 434-3295 Institution University of Alabama in Birmingham
Address University Station
City Birmingham State Alabama Zip 35294

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item ◦ for category titles)

Class Scheduling

Primary Purpose(s)

To make college education available to people who work full-time and require flexibility in scheduling.

Target Group

Adult learners

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Classes are offered:

1. From 6 pm. to 9 pm. one night per week per class
2. Late afternoons 4:30 pm. to 6:00 pm. two afternoons per week per class
3. Saturday mornings 9 am. to 12 pm. per class
4. Saturdays 9 am. to 3:30 pm. in intensive seminars which shorten the semester from 14 weeks to 7 weeks.
5. If students work during evening hours, they are allowed to cross-register into day classes at the University when appropriate

Satisfaction with success of program Low 1 2 3 4 5 [✓ High]

Please explain:

A student can choose their scheduling from a wide range of time offerings. They can pace their course load from semester to semester and pursue their degrees over extended periods of time

Estimated effectiveness of program Low 1 2 3 4 5 [✓ High]

Please explain:

Students have participated fully in all of the times scheduled

May the contents of this form be shared? Yes X No ___

Your name Eileen M. Kay Title Director of Counseling
Telephone 617 353-2980 Institution Metropolitan College, Boston University
Address 755 Commonwealth Ave.,
City Boston State Mass Zip 02215

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

(g) Class Scheduling, e.g., expanded hours, evening classes.

Primary Purpose(s)

To schedule the courses needed (both General Studies & Major field) beyond 5:00 p.m. so as to permit working adults the opportunity to begin or complete a degree. A "new" Office of the Evening School was created to provide services outside the traditional working hours.

Target Group

Employed or otherwise occupied adults who cannot conduct study or business activities with the college during daytime hours.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

A six-year rotation of the courses needed for two degrees (Bus. Ad. & Liberal Studies) was drafted as a "map" or guide to the curriculum offerings in the evening. The course rotation assumed that no student attending on a part-time basis could complete the 4 year degree in less than 6 years.

The Office of the Evening School was charged with full responsibility to market the courses and degree offerings, to recruit the students, to admit the students, to pre-register and final register the students, and in general to extend all needed college services to the students at times convenient to them, e.g., after 5:00 p.m.

Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

The students have responded in numbers sufficient to support an expanding program. A survey of these students indicated genuine appreciation for the expanded hours and services, and of course, for the expanded course offerings.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

In the first year (aca. yr. 1978-79) the program enrolled approx. 100 students each semester; in the second year (1979-80) the program enrolled approx. 170.

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May the contents of this form be shared? Yes X No ___

Your name Dr. Roland W. Nelson Title Director of the Evening School Program

Telephone (608) 784-0040 Institution Viterbo College

Address

City LaCrosse, State WI Zip 54601

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Class scheduling (e.g. weekend degree program)

Primary Purpose(s) 1) To grant an intellectually respectable BA degree in a convenient time frame, with a liberal arts component and career-related options. 2) To give students an unpressured, on-campus experience in the company of fellow students and professors. 3) To offer an experience in residence hall living so that Weekend College students develop a sense of community. 4) To develop a multidisciplinary curriculum which draws upon, but does not duplicate, the 22 departments in the

Target Group

Adult women and men who work full-time outside the home and wish to pursue part-time or full-time baccalaureate study.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

The Weekend College was initiated in the fall of 1974 with 98 students. It currently serves almost 700 students, 30% full-time, 70% part-time. The program offers 4 comprehensive, self contained academic majors - Management, English/Communications, Community Studies (social and behavioral science), Personal Universe (humanities) - and a broad range of courses in other disciplines sufficient to satisfy all general education requirements and elective needs.

We have graduated 225 students with 80 more joining the ranks of alums this June.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain: - enrollment has increased seven fold in six years

- students are making satisfactory progress toward their goals as evidenced by the number of graduates and by qualitative feedback solicited in a survey of the graduates of the first four years
- the Weekend College has been integrated into the life of the institution
- the four majors are academically sound and efficiently utilize the College's

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

See above.

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May the contents of this form be shared? Yes X No ___

Your name Tina Stretch Title Associate Dean, Director of the Weekend College
Telephone 312 262-8100 x. 405 Institution Mundelein College
Address 6363 Sheridan Road
City Chicago State Illinois Zip 60660

Mundelein College (continued)

Primary Purpose(s)

daytime college. 5) To turn Mundelein into a 7-day institution making maximum use of faculty and facilities.

Satisfaction with success of program

curricular strengths and resources.

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Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Class scheduling

Primary Purpose(s)

To allow potential students who are employed full time during the week and have family responsibilities to enroll in a baccalaureate program with classes conducted on weekends and in a time-shortened format.

Target Group

Full time employees of area firms and organizations, especially those firms that provide tuition reimbursement. Average age about 36, mostly female, some previous college hours, career-minded individuals.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

The Weekend College format at Our Lady of the Lake University uses the six alternate weekends format, with the sixth and final meeting reserved for a final exam. Contact hours are approximately half of what is found in daytime/evening courses. Classes meet for 3 1/2 hours on Friday evenings, and Saturday and Sunday mornings and afternoons. The maximum load for a beginning student is 9 credit hours per term (3 trimesters a year); returning students may enroll in a maximum of 12 credit hours. The average load is approximately 5.8 credit hours.

There are five specializations: Communication Arts and Media; Human Sciences; Liberal Studies; Management; and Public Administration. Of these, Management enrolls approximately 75% of all the Weekend College students. All the areas are interdisciplinary and require 36 semester hours. In addition, students must complete the general education requirements of the University (approximately 57 hours). Remainder in electives, many of which are fulfilled through Life/Work Experiential Learning credits.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Initial term enrolled 90 students (Fall of 1978). Fall of 79 enrolled 225; Fall of 1980 is projected to enroll about 300 students. Students are career-minded, hard working, motivated, by and large. "Stop-outs" remain a big problem, but understandable since school is not #1 priority for these adult students.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Target population revealed in marketing study has been reached effectively. Efforts are being expanded but kept within certain boundaries which were formulated prior to initial enrollments.

May the contents of this form be shared? Yes X No __

Your name Dr. Antonio Rigual Title Assistant Academic Dean

Telephone 512 434-6711, ext. 287 Institution Our Lady of the Lake University

Address 411 S. W. 24th Street

City San Antonio State Texas Zip 78285

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Class Scheduling

Primary Purpose(s)

To offer ten evening undergraduate degree programs

Target Group

Full-time and part-time adult students

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

Through the College of Continuing Studies, adults can earn a B.A. or B.S. from the University as a part-time or full-time evening student. All the necessary courses have been carefully sequenced at night in order to allow for the completion of the following degree programs: Anthropology, Art, Business Administration, English, Geography, History, Psychology, Public Affairs, Rhetoric and Communication, and Sociology.

The programs will begin in the fall 1980 semester.

Admissions, counseling and academic advisement, and registration procedures have been designed to make enrollment in the degree programs as easy and as uncomplicated as possible.

Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

Assessment of satisfaction will be determined based upon both student enrollment statistics and student evaluations of the procedures involved.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

We are determined to make the resources of the University more accessible and available to adult students.

May the contents of this form be shared? Yes X No ___

Your name Kay C. Hotaling Title Assistant Dean and Chief Counselor

Telephone 518 455-6130 Institution State University of New York at Albany

Address Draper Hall 117, 135 Western Avenue

City Albany State New York Zip 12222

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Class Scheduling

Primary Purpose(s)

To offer courses on a statewide basis.
To enable a course to "run" even though there is low enrollment at each location.
To be able to have nationally known professionals speak to a class via teleconference. To conserve energy (IE: little or no travel)

Target Group

Vocational educators, home economists, social service professionals

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

UW-Stout initiated teleconference courses in the Spring of 1976 with two locations. By the fall of 1979 this had grown to a twenty location network with teleconference capabilities at most Vocational, Technical and Adult Education Districts in Wisconsin. The concept of teleconference is basically offering credit courses over the telephone with an instructor initiating the course from any location. To further the success of telecourses, teleconference aides have been hired at each location to help facilitate details at their site. We feel teleconference courses are a viable means of offering quality instruction to persons who would not ordinarily be able to enroll in a traditional classroom setting.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High
Please explain:

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High
Please explain:

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May the contents of this form be shared? Yes X No__
Your name J. Patrick Wagner Title Associate Director, Continuing Education
Telephone 715 232-2164 Institution University of Wisconsin-Stout
Address Administration Building
City Menomonie State WI Zip 54751

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Class Scheduling

Primary Purpose(s)

To provide the opportunity for Native American adults to take University courses for credit at their reservation.

Target Group Native American adults living on their reservation who wish to pursue a degree program either at the bachelor's or master's level. It also happens that the vast majority of these individuals are employed during the day.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

The St. Regis Mohawk Adult Higher Education Project was initiated several years ago and has continued to flourish. Financial support from the federal and state levels and from the University has been essential. However, a key ingredient has been the scheduling of courses at the reservation after normal daytime working hours. Classes are given in the late afternoon or early evening to accommodate the students.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

We have been extremely pleased with the success of this program. It requires dedication on the part of the students and administrative staff at the Reservation as well as the faculty and administrative staff of the University.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

The project has been very successful in our estimation. Approximately 14 students have received a Bachelor of Arts degree and 10 students have received the Masters of Education degree.

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May the contents of this form be shared? Yes X No __

Your name Thomas Cunningham Title Associate Dean

Telephone 315 379-5998 Institution St. Lawrence University

Address 106 Vilas Hall

City Canton, State New York Zip 13617

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Scheduling

Primary Purpose(s)

To provide an alternative route for obtaining college education for those unlikely to attend a traditional four-year program.

Target Group

Union workers, although other participants are also welcome.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

A. Television courses. Television courses are aired over local Buffalo stations daily. All such courses provide regular weekly faculty contact, class discussion and appropriate evaluation processes.

B. Weekly courses at off-campus sites. Buffalo State College instructors presently teach off-campus courses that meet once a week at such area sites as Harrison Radiator in Lockport, General Motors in Tonawanda, and the downtown Donovan Building.

C. Weekend courses. Intensive weekend courses are held on the State University College at Buffalo campus three times each semester.

D. Independent study assignments and course by contract methods. Independent study assignments and projects are individually arranged with SUCB faculty.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Attraction and retention of students is still vital for the solidification of our program.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

The program can be highly effective if an adequate student population is attracted and maintained.

May the contents of this form be shared? Yes X No ___

Your name Kenneth A. Cross Title Director, Research & Development Complex

Telephone 716 878-5506 Institution State University College at Buffalo

Address 1300 Elmwood Avenue

City Buffalo State NY Zip 14222

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Special class scheduling

Primary Purpose(s)

To take the classroom to the community.

Target Group

(Exploratory - trying out college courses)
Part-time adults - primarily women (housewives)

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Courses are offered at various shopping centers throughout the city. Program is called "Learn & Shop". The classes are offered at times during the day when the target population is most likely to be available.

Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

The program has increased 140% in enrollment in one year.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

We are reaching a population previously untapped. These are individuals who probably would not have gone to college if the courses had not been brought to their "doorsteps".

May the contents of this form be shared? Yes X No__

Your name Professor Carol Nathan Title Chairperson, IUPUI Recruitment & Retention
Telephone 317 264-2089 Institution Indiana University-Purdue University at Indianapolis
Address 355 N. Lansing Street
City Indianapolis State Indiana Zip 46202

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Scheduling - On-Site Courses in Industry

Primary Purpose(s)

Introduce a degree program to the worker/learner who finds attending campus classes inconvenient.

Target Group

Employees of major industries within the Salt Lake Area (Mountain Bell, Northwest Pipeline, Federal Reserve Bank, Mountain Fuel, Kennecott Copper Corporation, Anaconda Cooper Corporation, Hercules Chemical Corporation).

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Classes are designed each semester to be held in various downtown buildings. Registration, selling of books, advising all take place within the industry. Tuition is paid by the industry, class times are convenient for the worker. Classes fit the needs of the industry, but are all approved by on-campus divisions as are all instructors. Approximately 200 students a year take classes. The program is three years old and twelve people have graduated through the classes.

Most participants begin the program with an assessment of prior learning.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Enrollment has increased from 12 students summer of 1977 to 160 spring of 1980 in the downtown campus. Other individual classes have been designed for individual companies.
Dropout each semester has averages of 2 to 3 students. Students must pay tuition individually if he/she drops the class.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

We are always attempting to increase the enrollment for Westminster's purposes. Of the 12 graduates of the program everyone has been promoted or received salary increases.

May the contents of this form be shared? Yes X No ___

Your name Wendy Foster-Leigh Title Associate Director, External Programs
Telephone 801 ; 484-8831 Institution Westminster College
Address 1840 South 1300 East
City Salt Lake City State Utah Zip 84105

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Class scheduling

Primary Purpose(s)

Evening scheduling, including shift accommodation, and weekend or mid-week workshop configuration for health care professionals

Target Group

Registered nurses seeking to complete pre-BSN core and support courses throughout Mississippi and in selected cities in LA

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

The WCC School of Nursing has developed a viable and well considered completion program for the working RN who needs or wants to complete a BSN. All requirements for the degree are the same as the generic student's requirements but courses in nursing are taught at evening sessions on all the campuses of the college. Two years are needed to complete the nursing component of the program once the student is admitted to advanced standing (60+ hours). Continuing Education has worked to make courses available at places and times convenient to the working RN. This has brought us in contact with in-service directors of many hospitals in the area and we are currently utilizing hospital facilities for teaching classes as well as workshops designed to supplement in-house training at various locations. Off-campus workshops have increased as a result of our relationship with the health-care institutions and we are experiencing a growth as a provider of these services (credit and non-credit)

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

We are pleased with the relationship that has developed between WCC and the health care community through our program for the working RN and other health care professionals. As we enter into this new relationship we expect to continue to provide services to a variety of institutions and expand our programs as a result.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

We have enrolled in the first class of RN's seeking the BSN over five times the number of RN's enrolled in traditional (eg daytime) programs of the other schools of nursing in Mississippi combined. We accept this as evidence that working nurses need accommodation and will continue to work to provide this.

May the contents of this form be shared? Yes X No ___

Your name R. Jack Rogers Title Dean Continuing Education

Telephone 601 582-5051 Institution William Carey College

Address

City Hattiesburg State Mississippi Zip 39401

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

g. Class scheduling

Primary Purpose(s)

Serve the community by taking classes to community groups or agencies. Classes are arranged by request.

Target Group

Senior Citizen Groups and anyone requesting an extension class.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Regular academic classes are also scheduled on extension.
CS/CE extension classes are regular CS/CE classes set up at a group's request at a time and location convenient to the group. These classes are held at facilities provided by the requesting group. WC3 does not pay rent for extension facilities. Groups with 20 or more persons may request classes by contacting anyone in the Outreach unit. The target groups serviced are primarily senior citizen groups and employers. CS/CE has 271 courses on the state approved taxonomy, 21 are V/T.

Program initiated: Fall 1975

Current enrollment: 1979-80 = 9,171 students
Since 1975, 27,377 persons have taken classes.

Satisfaction with success of program Low 1 2 [✓ 3] 4 5 High

Please explain:

Students like the flexibility and responsiveness. The program is costly to the institution and is growing faster than staffing or funding. As the program expands, expectations have expanded as well.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Classes have reached students who would otherwise not be reached. The number of repeat groups remains high, and the feedback on the quality of courses is very good.

May the contents of this form be shared? Yes X No ___

Your name Ms. Melinda Hickson Title Cont. Educ. Coord.

Telephone (313) 496-2633 Institution Wayne Community College

Address 2300 Park Ave.

City Detroit State Michigan Zip 48201

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Class Scheduling

Primary Purpose(s)

To avail retired adults of continuing education at locations and times convenient to them.

Target Group

Residents of the community who are semi-retired or retired.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Program was initiated in Fall, 1979. We brought non-credit, daytime courses at low cost to mobile home parks, housing complexes and other locations where retired adults congregate or that are accessible to them.
Promotion was through fliers within the complexes and the regular continuing education bulletin. Registration was unique in that it took place within the complexes themselves; we went out to the people which made the process very personalized.
The participants were very excited that the University took an interest in them. Through letters, phone calls, and evaluations, they have been totally pleased with the quality of instruction

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Eleven out of 15 courses offered had sufficient enrollment.

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Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Enrollment, evaluation and feedback all have demonstrated a need and desire for continuing education for retired adults.

May the contents of this form be shared? Yes X No

Your name Bonnie J. Golden Title Counselor/Program Specialist

Telephone (602) 626-3902 Institution U. of A.

Address 1717 E. Speedway, Room 3205

City Tucson State Arizona Zip 85719

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

g. Class scheduling

Primary Purpose(s)

Encourage professionals working with a variety of the adult population to return to graduate school for courses or a Master's Degree in Adult Education.

Target Group

Professionals with a bachelors degree working with adults, especially those involved in the "helping" professions.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

The adult education program is designed to serve the professional staff development needs of adult educators throughout South Texas and to prepare them for possible certification in adult education.

Although the prime source of students enrolling in the program will be teachers currently working in adult basic education, participants are also expected to come from diverse institutional settings.

Anticipated are recreational, occupational and vocational trainers, community service leaders, community school teachers and supervisors, and trainers from government business and industry.

For the convenience of the adult students, courses are scheduled in the evenings, on weekends, etc. and each off-campus site will schedule classes according to the needs of the students at that site.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

There has been a steady enrollment increase since the program began in 1976. Presently 56 students are enrolled in the Master's program. There are students from various areas enrolled, e.g., teachers, military personnel, county extension agents, recreation specialists, etc.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

To date, 95% of the graduates have been able to secure employment in a field of their choice. Students taking courses state that the material they cover in the courses is applicable to their jobs.

May the contents of this form be shared? Yes X No ___

Your name Ralph Ferguson Title Project & Program Development Specialist
Telephone 512 595-2861 Institution Texas A & I University
Address Center for Continuing Education, Campus Box 147
City Kingsville, State TX Zip 78363

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item ° for category titles)

Marketing and recruitment

Primary Purpose(s)

1. To position Mundelein as a pioneer in adult education in the Chicago area
2. To inform students about programs compatible with their family and job responsibilities and time constraints
3. To involve them face-to-face with Mundelein faculty, staff and current students
4. To turn inquiries into registered students

Target Group

Adults working outside the home and homemakers i.e. those non-school publics out of the mainstream of information about higher education.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

- Separate, attractive recruitment brochures were developed - one targeted for the daytime adult and one for working persons.

- Testimonial format ads are regularly placed in the Chicago Sun Times - a major daily - not in the education section but in an area more likely to be read by adults.

- Information sessions utilizing Mundelein faculty, students and admissions personnel are held in community sites.

- Visits are made by admissions personnel to major Chicago area corporations.

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Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

- brochures are of high quality and distributed by the thousands yearly
- newspaper ad responses are adequate
- attendance at information sessions and open houses is good and conversion of attendees into applicants is excellent

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

Mundelein's position in Chicago as a College with programs, services and an environment conducive to the concerns and life curcunstances of adult students is solid. We appear, also, to be able to do segmented recruitment with target audience specific materials with no more than a normal amount of internal identity crisis.

May the contents of this form be shared? Yes X No___

Your name Tina Stretch Title Associate Dean, Director of Weekend College

Telephone (312) 262 8100 X 205 Institution Mundelein College

Address 6363 Sheridan Road

City Chicago State IL Zip 60660

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Marketing and recruitment methods

Primary Purpose(s)

To let more adult members of our community know about our services

Target Group

Adult members of the community

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

We asked our three local banking institutions to insert a small sheet announcing registration dates with a catchy heading "It makes "Cents" to invest in your future..." in their monthly statements close to the college's registration period.

We found many persons calling the college for the first time, or people who had not attended for years coming back to take a course. We believe we reached a broader segment of the population than we have through any other means.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

See above

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

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May the contents of this form be shared? Yes X No ___

Your name Patti Anderson Title Director of Admissions

Telephone 305 296 9081 Institution Florida Keys Community College

Address Stock Island

City Key West State FL Zip 33040

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Marketing

Primary Purpose(s)

To inform present and past part-time credit and non-credit students about the University's continuing education programs.

Target Group

Part-time evening graduate and undergraduate students, part-time adults attending day classes and those who have participated in non-credit classes and programs.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Insert to the student newspaper used for mailing to part-time students.

The first "insert" was developed and mailed in the Spring of 1979. It was mailed to all part-time students who had attended the University's credit classes since the Fall of 1976 (the first time evening classes had been offered) and all persons who had enrolled for non-credit classes since the Fall of 1978 (the first time the University had offered non-credit classes). Additionally, the "insert" was mailed to industries, businesses, churches, and professional groups. A computerized mailing list was developed for each category listed above. The mailing lists are updated each semester.

The Division of Continuing Education was created and organized in January of 1978.

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Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Since inception of the mail-out insert, enrollment in the evening school has increased by 43% and the response to non-credit leisure learning and professional continuing education classes and programs has been phenomenal.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

The mail-out insert has been very effective in getting the word out about our continuing education programs. Quality programs providing participants with satisfying experiences have led, by way of word-of-mouth, to more and more participants. The more people we serve, the larger our mailing lists become.

May the contents of this form be shared? Yes X No

Your name Donald L. Johnson Title Director, Division of Continuing Education

Telephone (501) 968 0318 Institution Arkansas Tech University

Address

City Russellville State AR Zip 72801

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Marketing and Recruitment Methods

Primary Purpose(s)

To advertise the day-to-day registration of classes starting week by week for Continuing Education

Target Group

Part-time Continuing Education students by special interest area.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Continuing Education was locked into newspaper advertising and other expensive media to announce classes which begin every day of the week, the result being that those courses were scheduled heavily to coincide with the mailing of the University schedule of classes in August, January and May. Continuing Education had to break out of the semester by semester scheduling tendency and in order to do that had to have some way to get its announcements in front of the public. A bi-monthly direct mail "catalog" was initiated so that the Continuing Education cycle is now 60 days rather than the 120 day average of the past. Small direct mail announcements continue but the number of these expensive mailings has been reduced because a device is now available to announce new courses on a continuous basis to large segments of the population.

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Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

The cost of this increased direct mail campaign has caused Continuing Education costs to rise but it has also provided increased enrollments to offset that cost. Much of the work involved has been farmed out to avoid the "factory" atmosphere which might result if this kind of activity were accomplished internally.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

There is no question that we have just begum to take advantage of an increased market potential. Colleges and universities compete and we intend to win our share of the adult learners by using commercially proven techniques to inform them of our services. Since we are self-supporting we do not have the luxury of choosing a less aggressive and non-responsive method of operation.

May the contents of this form be shared? Yes X No___

Your name Dwight A. Marshall Title Dean, Div. of Continuing Education

Telephone (702) 739 3254 Institution University of Nevada, Las Vegas

Address 4505 Maryland Parkway

City Las Vegas State NV Zip 89154

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Marketing and recruiting methods

Primary Purpose(s)

To make more adults within a commuting distance aware of the evening offerings of the University and hopefully through paid advertising attract their interest and cause them to take the next step towards considering Drake University.

Target Group

Business and industry employees as well as others in the community who have an interest and need in continuing their education.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

We have been making extensive use of billboards usually six strategically placed in the Des Moines area; newspaper advertising in the Des Moines Register & Tribune; radio spots; we have used arbitron ratings of radio stations, selected the station or stations that hit the age group we believe to be most interested in continuing their education; bus placard board advertising; and on occasion when funds are available, t.v. spots. We have printed 22,000 copies of our evening course offerings and strategically placed posters with a tear-off request card in grocery stores and other buildings frequented often by the public.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

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Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

May the contents of this form be shared? Yes [✓ X] No ___

Your name Doug Smith Title Assoc. Dean, College for Continuing Ed.

Telephone 515 ; 271 2121 Institution Drake University

Address 2700 University Avenue

City Des Moines State IA Zip 50311

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Marketing and Recruitment Methods

Primary Purpose(s)

Not everyone reads the University Catalog or educational menu. We wanted to get the word out to people in career who wanted to complete their degree via an external degree program.

Target Group

Mature learner, in career, interested in finishing a bachelor's degree; learners' lifestyle incompatible with traditional on or off campus classes.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

Multipronged Approach — i.e.
  Public Information Booth in shopping mall. Manned booth with handout materials.
  Special Mailings to Select Clients — i.e. USF's Homegrown A.A.'s who might want to "top off" their community college credential or to people with health related credentials (Registered Nurses, Radiologic Technician, Nuclear Medicine Technologists, Respiratory Therapist, and Dental Hygienists) who want to earn a bachelor's degree.
  Public Service Announcements, Community and Business Presentations, etc.
  Production of Flyer, Brochure, Broadsides, etc.

Satisfaction with success of program Low 1 2 [✓ 3] [✓ 4] 5 High

Please explain:

We are reasonably well satisfied with results but qualify our level of success because we realize that we have more to learn about marketing and recruitment. Trial and error has taught us what we might try next.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

After we have been able to translate trial and error learning into more refined strategies, the overall approach should prove highly effective.

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May the contents of this form be shared? Yes X No__

Your name Kevin E. Kearney Title Director, BIS Program

Telephone (813) 974 4058 Institution University of South Florida

Address University of South Florida, BIS Office, FAO 105

City Tampa State FL 181 Zip 33620

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Marketing and recruitment methods

Primary Purpose(s)

To reach target populations with information of class offerings through Adult & Continuing Education

Target Group

1. adult special students
2. degree candidates enrolled in external programs
3. youth and adults

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

We have assembled an Adult & Continuing Education mailing list of close to 2000 persons by beginning with adult learners who participated in our fall courses and people who have called in for information or were referred to us. This way we have a nucleus of people on our list who are definitely interested in ACE offerings. Our mailings are directed to all of these people two weeks before each term begins (3 to 5 mailings per year).

Use of Classified Ads in our Daily Newspaper and in the Weekly Shopper publication have been extremely successful. The Weekly Shopper is free to all boxholders. Everyone seems to scan the calssified ads while not as many see box ads.

Use of "Talk" and "Interview" shows on local radio and T.V. stations. Useful for introduction of new offerings or summer programs as well as an introduction of courses and instructors.

Local Newspaper Feature Articles - Have worked closely with Feature Writer and correlated these with courses that are being announced.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Immediately after any of the above many telephone registrations and/or inquiries are made. Added to enrollment of classes.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

May the contents of this form be shared? Yes X No__

Your name Kathy Logan Title Coordinator-Adult & Continuing Education

Telephone (715) 682 4531 Ext 270 Institution Northland College

Address Ellis Avenue

City Ashland State WI Zip 54806

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Marketing and recruitment methods

Primary Purpose(s)

To provide information about moving services to a new office

Target Group

All adult students who have enrolled or asked for information

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

We used signs, direct mail, stickers on all correspondence, and the other usual methods, but most effective and unusual was the use of external bus posters. For two months, one third of the city's buses carried 12' posters advertising OSU. This gave us added visibility and was a very effective strategy.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

By varying bus assignments for different routes, we were assured of coverage through the complete transit system.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

It's nine months later and we have yet to hear of a single person going to the wrong office. Our walk-in business has increased tremendously since this campaign.

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May the contents of this form be shared? Yes X No__

Your name Dr. Joseph H. Oshins Title Associate Director

Telephone 614 422 8481 Institution The Ohio State University

Address Office of Continuing Education, 210 Sullivant Hall, 1813 N. High St.

City Columbus State OH Zip 43210

Report Form   Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Marketing and recruitment methods

Primary Purpose(s)

To attract new students to campus

Target Group

Adult population

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Newspaper insert into four newspapers serving the five-county area of southeastern Pennsylvania. Insert described graduate, undergraduate, and non-credit evening courses. Advertised $25.00 sit-in fee.

Developed $25.00 sit-in fee for students who wish to sit in on college courses to see what they are like to determine whether or not they would be interested in taking college courses. This was offered spring of 1980 for the first time. 38 took advantage of it. We hope to concert at least 10.

Radio spots advertising Summer School program.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Informal feedback indicated that the insert in newspaper was effective in getting West Chester State College before the public. Comments also were received on radio spots.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

No formal assessment was made. Estimate of effectiveness is due to Spring enrollments which were up.

May the contents of this form be shared? Yes X No__

Your name Dr. Ernest L. Peters Title Director, Adult & Continuing Education

Telephone 215 436 2833 Institution West Chester State College

Address

City West Chester State PA Zip 19380

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Marketing & recruitment

Primary Purpose(s)

To acquaint new adult students with the University. To remind drop-outs about the University and to reveal new academic programs.

Target Group

Adult students

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

In an attempt to reach adult students, the University expanded its advertising to company "house organs". Initially, "house organ" advertising was directed toward companies that had representatives attending the University. The student representatives were mentioned in the advertisement as the university contact.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Research has shown a high correlation between company advertising and enrollment.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Extremely effective. The concept has been expanded.

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May the contents of this form be shared? Yes X No ___

Your name Dr. Douglas Warner Title President

Telephone (   ) ______ Institution Abilene Christian University at Dallas

Address 1700 Eastgate Drive

City Garland State TX Zip 75041

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Marketing and advertising

Primary Purpose(s)

Primarily to attract students who have begun their careers to enhance their advancement through additional academic degree programs.

Target Group

Enployed persons within commuting distance of the College.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

1. Distribution of admission material through personnel managers of the various companies.
2. Establishing off-campus centers near corporate centers.
3. Newspaper advertising in local papers.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The Evening Division has grown in the off-campus centers.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

This program is reaching more and more people, and we expect that adult enrollments will increase.

May the contents of this form be shared? Yes X No

Your name Dr. Samuel Hays Magill Title Interim President

Telephone (201) 222 6600 Ext. 211 Institution Monmouth College

Address Cedar Avenue

City West Long Branch State NJ Zip 07764

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Educational Brokering Service

Primary Purpose(s)

(1) To provide a non-aligned, independent source of information and advice for adults who are considering changes in careers, (2) to offer career counseling, (3) to provide an advocate for adults with campus and non-education agencies.

Target Group

Adults seeking new career directions.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

The Moorhead Educational Brokering Service with cooperation from four postsecondary institutions and funded by Title I of the Higher Education Act, offered free education information, individual assessment, career exploration, education planning assistance, and advocacy for clients who chose to continue their education. In the first two years of operation (two professional staff members, both part-time) served over five hundred people from an area population of approximately 140,000. The two most essential and successful aspects of the program are advocacy and the career clinics. These are continuing with support by users, university and the Community Action program.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

The program is highly rated by clients, many of whom have made positive changes in their lives.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

The clientele has turned out to be approximately 90% women, a great many of whom were receiving aid from public agencies. The success rate for these clients has been high.

May the contents of this form be shared? Yes X No

Your name Delmar C. Corrick Title Director

Telephone (218) 236-2954 Institution Moorhead State University

Address

City Moorhead State Minnesota Zip 56560

Report Form   Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Marketing and Recruitment

Primary Purpose(s)

Attract to the college adult learners with realistic possibilities of success: honestly represent the curriculum and coursework of the college to those students.

Target Group

Full- and part-time new, inexperienced adult students

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

We replaced a group of recruiters working on commission with a team of academically trained and knowledgeable adult recruiters; tasked them with marketing, initial interviewing, collection of applications, and processing through to academic advisement and registration, basic orientation to college, basic introduction to college life for adults. (New program started July 1, 1979.)

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Recruitment of adults is no longer "bounty hunting" and more a mature explanation of the college's offerings and expectations.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Somewhat fewer students, but with better academic motivations and prospects.

May the contents of this form be shared? Yes X No___

Your name Mr. Jerome L. Neuner Title Acting Assistant Dean, Continuing Studies

Telephone (716) 883 7000 Ext. 877 Institution Canisius College

Address 2001 Main Street

City Buffalo State NY Zip 14208

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Marketing and Recruitment Methods

Primary Purpose(s)

To inform the community about the program.

Target Group

Persons over 25 who had never attended the College of Alameda.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Program was initiated in Fall, 1979. The Center for Unlimited Education provides free college level education through a variety of classes and services. CUE offers the opportunity for the older adult to:
--look at career alternatives without fear and anxiety;
--explore and take advantage of various ways of upgrading a present job;
--relate to the changing world in an informed manner through updated educational experiences;
--respond to the common need of all persons to feel that they are constantly advancing, or in a psychological term "becoming".

Satisfaction with success of program Low 1 2 [✓ 3] 4 5 High

Please explain:

The program has consistently been enrolling more students in the three quarters it has been in operation.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

We feel we have just begun to reach a few of the numbers of persons who could be involved.

May the contents of this form be shared? Yes X No__

Your name Edna P. Forehlich Title Asst. Dean, Occup. Educ. & Special Programs
Telephone (415) 522 7221 Institution College of Alameda
Address 555 Atlantic Avenue
City Alameda State CA Zip 94501

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Marketing

Primary Purpose(s)

To offer a unique service to adults by going to them rather than have them come to us. Advising, counselling, self-confidence building to transpire during this interview. If the student wishes to apply, forms are filled out to insure that students get the financial aid they need.

Target Group

Adults who did not attend college right out of high school who have full- or part-time potential.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

In Home Interviewing

Most of our clients are referrals from other students or social service agencies (WIN, Employment Offices, Community Education, Veterans). Our clients, 85% women, are newly heads of households without employable skills. They are role-changing and usually pretty confused and lacking confidence.

The personal attention they get buoys their spirit and shows them a direction to take to enable them to take charge of their lives through education and consequently economic independence.

The program was initiated in 1972 and has been very successful. In 1972 only about 4% of the students here were adults. Fall 1979 statistics indicated that 14% of our students were adults and that figure was one half of our local student attendance: we had as many traditional students as non-traditional students from the local area.

Extensive follow-up is required to keep adults motivated to attend and to help them cope with transportation and child care problems.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

May the contents of this form be shared? Yes___ No___

Your name __________ Title __________

Telephone (____) __________ Institution __________

Address __________

City __________ State __________ Zip __________

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Marketing

Primary Purpose(s)

To reach out into the community to those adults who need basic skills instruction and related services, but who will not come to the campus because they feel out of place.

Target Group

Adults needing basic skills and life coping skills.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

Storefront Learning Center - An empty store building in downtown Trinidad was rented. Classes and workshops, and activities in the following areas were started: basic education, GED preparation, English as a Second Language, one-time assistance with problems, paperback book exchange, parent education, displaced homemaker service, and homemaking skills.

Utilizing regular college students in the child care program, babysitting service was provided for mothers attending activities at the Storefront. By this means and others, every effort was made to help clients feel at home.

Two actions were taken to bring in clients. A recruiter with close ties throughout the community was hired to go out and talk to people. The Storefront director personally visited every human service agency in the city and established a referral contact. The response from the community has been almost over-whelming.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

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May the contents of this form be shared? Yes X No___

Your name Gerald E. Nix Title Director-Evening School & Community Services

Telephone (303) 846 562[illegible] Institution Trinidad State Junior College

Address 600 Prospect Street

City Trinidad State CO Zip 81082

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Outreach

Primary Purpose(s)

Keeping students, faculty, staff, and the community-at-large informed about UNO, programs and services.

Target Group

All students, community-at-large.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Student Information Service

UNO "Dial-A-Tape" is a 33 tape phone answering service available from 7:30 a.m. to 7:00 p.m. Monday through Friday. Recorded messages (30-60-120 seconds) are available on programs, dates, and University services. Tapes are easily up-dated as programs and dates change.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High
Please explain:

Well received by high school counselors as a service their students can use through a Career Information Center.

Estimated effectiveness of program Low 1 2 [✓ 3] 4 5 High
Please explain:

Program needs more publicity for the general public and adult off-campus users.

May the contents of this form be shared? Yes X No___

Your name Duncan M. Sargent Title Director of Admissions
Telephone (402) 554 2393 Institution University of Nebraska at Omaha
Address 60th & Dodge
City Omaha State NE Zip 68182

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Faculty Outreach Volunteers

Primary Purpose(s)

To provide information on UNM Re-Entry Services to community organizations.

Target Group

Community organizational membership who may be prospective students or who may refer prospective students.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Faculty volunteers for the adult re-entry program are counseled as to the kinds of questions and concerns generally raised by adults in considering returning to school. The faculty are then trained in information giving and they contact community organizations and identify themselves as resource people willing to present information about returning to school, availability of courses and special services at UNM, and the opportunity for pre-orientation counseling through the Office of School Relations. Volunteers for this program are made aware of the sensitivity to the special needs of adult prospective students. They must also be willing in lieu of speaking engagements to write a short informational piece for an organizational newsletter. The informational pieces are general but concentrate on our pre-orientation session for adult re-entry students. Lists of community organizations are obtained through the Chamber of Commerce, or from women's groups and are self identified when groups call requesting special presentations.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Faculty members are pleased with their outreach effort because they tie into their speaking engagement; the success of re-entry students in their particular programs can give basic information on re-entry programming. While the membership of community organizations themselves may not be directly interested in returning to school, they refer friends, family or work related associates. This is evidenced (contd)

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Since there is only one person in our office charged with the responsibility of adult re-entry recruitment, pre-orientation advisement, academic advisement and basic mid-semester follow-up, faculty outreach is not only effective but vital to reaching large pools of prospective adult learners in our community.

May the contents of this form be shared? Yes X No ___

Your name Patricia Luna Title Program Coordinator

Telephone (505) 277 5161 Institution The University of New Mexico

Address Office of School Relations

City Albuquerque State NM Zip 87131

Satisfaction with success of program

with our asking the basic question "How did you find out about our services?" Seventy-five percent of our clients indicate that they heard about our services by a friend who is affiliated with some community organization.

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Marketing and recruitment methods

Primary Purpose(s)

To generate enrollments from the community for several specific courses

Target Group

Varied for each course -- all adults from the community.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

In addition to our general publicity (bulletins, brochures, radio and newspaper ads, etc.) we have begun some course-specific promotions. In each case we sit down with a faculty member, a copy of the yellow pages, and other mailing list directories, and try to identify targeted groups who might be interested in his or her specific course. We then design and write a very inexpensive flyer which we mail to as many specific places and people as we can identify, usually about 1-2000. A business and industry with international connections; all travel agents; all special interest groups with international interests; all participants in any of several university international programs, etc.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

By working with faculty we surprise ourselves by actually coming up with specific places to send these flyers. The process is also quite useful for the faculty member who, in the course of trying to define an audience for whom his or her course might be useful or interesting, learns to think more clearly about what he or she has to offer and how to best present it.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

One course had no enrollments three weeks prior to the start of the quarter. Through this method we filled it. Several other courses have also filled once such information went out. We assume a good deal of peripheral advantages accrue as well. This method is quite inexpensive--one enrollment more than pays for the cost of printing and mailing.

May the contents of this form be shared? Yes X No__

Your name Dr. Joseph H. Oshins Title Associate Director
Telephone (614) 422 8481 Institution The Ohio State University
Address Office of Continuing Education, 210 Sullivant Hall, 1813 N. High St.
City Columbus State OH Zip 43210

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Marketing and recruitment methods

Primary Purpose(s)

To reach adults who are thinking about returning to school and who have a need to talk to many institutions about available programs in the area without traveling from school to school.

Target Group

All potential adult students in the area

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

After a trial period of working together in recruitment at industries and shopping malls 12 schools in the area have affiliated. This group is composed of technical institutes, community colleges, private 4 year colleges and state universities. Recruitment consists of helping adults find the academic program they want by coming to one place (i.e. mall) and, while there, being able to talk to representatives from various schools. Brochure discussing returning to school is given out throughout communities.

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Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Various school representatives have functioned in a way that has not been self-serving and have been very helpful to adults. Working relationship is excellent.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Many more adults have been able to get maximum information with minimum effort. Do not have exact figures concerning enrollment but general attitude is that we are building a firm base for the future.

May the contents of this form be shared? Yes X No

Your name Ruth W. Alexander Title Director, Office for Adult Students

Telephone (919) 379 5263 Institution UNC-Greensboro

Address 1000 Spring Garden Street

City Greensboro State NC Zip 27412

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Marketing and recruitment methods

Primary Purpose(s)

(1) To inform the broad public about the PORTAL program at Cedar Crest.
PORTAL - Program of Return to Advanced Learning

(2) To address the specific informational and emotional needs of women who have already expressed an interest in continuing their education.

Target Group

Adult women (out of high school 4 years) who can attend college during the regular day-time program.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

PORTAL Preview is an open house held at the college in the fall and spring. Through mailings and advertisements women are invited to campus to learn what it is like going to college as an adult. An introductory session by the Director gives them specific information on admissions procedures, financial aid opportunities, support services, etc. Following the introduction, a panel (6) of past and current PORTALS from a variety of backgrounds and differing ages (26-65) are asked to speak extemporaneously about themselves, their reasons for going to college, what their concerns were, and how they coped. This brings out many of the underlying fears and concerns shared by these women. The prospective student then attends an on-going college class of their choice to get a feel for being in a college classroom This hour is followed by an informational session lead by the PORTAL Director devoted to processing the day's experience with them. The attention paid to the human dynamics of the day are extremely critical and make the difference between a student gaining the confidence to take the step and enter school or giving the idea up entirely.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Over 60% of those attending the Preview become enrolled students. Some women have attended 2 or 3 Previews before building up the courage to start college again.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Months after the program we continue to receive letters and calls from students who attended telling us how much they got out of the experience and how impressed they were with the college offering this type of program. Many tell their friends about it and they come to us for more information. We use paid ads for this, but also get excellent pre- and sometimes post-preview coverage from the local papers.

May the contents of this form be shared? Yes X No ___

Your name Janice H. McElroy, Ph.D. Title Director of PORTAL
Telephone (215) 437 7879 Institution Cedar Crest College
Address 30th and Walnut Street
City Allentown State PA Zip 18104

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item ° for category titles)

Orientation Sessions and Activities

Primary Purpose(s)

To inform local adults of possibilities for their personal and/or professional growth at Silver Lake College.

Target Group

Individuals who have been out of school for five years or more and who have earned a GED or high school diploma.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

The Adult Inquiry Program was initiated in July 1978. Since that time, the Admissions Office has sponsored four additional sessions. Invitations are sent out to adults who have indicated an interest in Silver Lake throughout the school year. A minimal amount of publicity is done prior to the program. Although the session is co-ordinated through the program director in the Admissions Office, it is run by a panel of Silver Lake students who came to the college after being out of school for a number of years. Throughout the course of the program, brief statements are given by the Director of Student Services, the Director of the Study Skills Center, the Financial Aid Director and a faculty member who has the older student in his/her class. The faculty member comments on all that the older student can offer in a class situation. Discussion in all these areas is encouraged. A tour of the campus is optional and coffee mixer winds up the event.

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Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Approximately 15-20 people attend each session. Out of the first two sessions alone, 19 people applied and attended on either a part or full-time basis. The charisma emitted from the panel of Silver Lake students is also gratifying. They are sold on the college and wish to see others on it too.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Naturally, it would be good to increase the number of people attending these sessions. The success of the program thus far indicates that expansion could only bring in more students to the college.

May the contents of this form be shared? Yes X No

Your name Sister Martina Van Ryzin Title Academic Dean

Telephone (414) 684 6691 Institution Silver Lake College

Address 2406 South Alverno Road

City Manitowoc State WI Zip 54220

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

h. Student Services and Activities: Mid Career Students Club (Day Care Center)

Primary Purpose(s)

To provide: counseling services; peer support; day care services.

Target Group

Undergraduate students over age 25 (graduate students aren't excluded but the club is not designed for them).

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

The club meets once a month with programs designed for their membership. There is a faculty advisor who works with the group. The group is allowed early registration privileges. Day care is provided for them and a club member serves on the Day Care Advisory Board.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

The students are active in the Day Care Center. Early registration is also valued.

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Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

ESSC has not actively recruited adult students to this point in time. However, the program is effective for those adult students who have initiated a college career.

May the contents of this form be shared? YesX No___

Your name Donald R. Bortz Title Professor of Education, Director of EDC

Telephone 717 424-3232 Institution East Stroudsburg State College

Address

City East Stroudsburg State Pennsylvania Zip 18301

Report Form — Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Student services - day care

Primary Purpose(s)

To recruit a significant daytime enrollment of adults at NYIT's Commack College Center. This center services primarily evening students and its facilities and services are underutilized during day hours.

Target Group

Homemakers with pre-school age children who may be restricted in pursuing educational goals because of child care needs. It is anticipated in the design of the program that this population will soon seek entry or re-entry into the job market.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

Entitled "A College Program For Parents With Young Children," this program includes liberal arts courses which will enable students to explore academic and career interests. The program is flexible enough to allow students the choice of matriculation into a variety of degree programs in the first year.

The major innovation in the program is the establishment of an accredited nursery school on site.

Course offerings beyond the first year are in the process of being determined.

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Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

Program is now in its early stages and has not been evaluated.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

Thus far, the program has received a positive response from the community. No comparable program is available in the locality and parents with young children are an underserviced group.

May the contents of this form be shared? Yes X No __

Your name Dr. Davenport Plumer Title Director, Office of Research and Evaluation

Telephone (516) 686-7702 Institution New York Institute of Technology

Address P.O. Box 170

City Old Westbury State New York Zip 11568

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Student Services and Activities

Primary Purpose(s)

Provide additional support services for evening students

Target Group

Evening credit and non-credit students with small children

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

We initiated an Evening Tot Watch service in the fall of 1979. The purpose of the program was to provide baby sitting services for those credit and non-credit evening students who wished to attend evening classes but were concerned about their young children.

After some experimentation with fees, we decided to remove the financial barrier and to conduct Evening Tot Watch on a "dollar night" basis. The number of people taking advantage of the service increased as the price dropped.

We believe that this service will be a strong selling point for our evening classes this fall.

Satisfaction with success of program Low 1 2 [✓ 3] 4 5 High

Please explain:

Despite what would appear on the service to be a fine idea, this service has been a slow starter. After adjusting the price, the participation increased. Expectations for this program to thrive in the fall are high.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

As the utilization of this program increases, we believe that the effectiveness will also increase.

May the contents of this form be shared? Yes X No ___

Your name Dr. Russell C. Mauch Title Dean for Community & Continuing Education

Telephone (717) 326-3761 Institution Williamsport Area Community College

Address 1005 West Third Street

City Williamsport State PA Zip 17701

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Student services and activities

Primary Purpose(s)

To help part-time evening and weekend students feel a greater sense of affiliation with university life.

Target Group

All part-time, weekend and evening students.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

In an effort to make part-time students feel a greater sense of belonging to the university, the Office of Special Instructional Programs decided to publish a newsletter directed toward the evening and weekend student. Instituted in February 1980, the newsletter is printed twice each semester and once during the summer session. It is distributed by the teachers in the classroom.
Entitled "Nightline," the publication has the following purposes:

1) To celebrate the accomplishments of part-time students
2) To share information of particular interest to this audience
3) To offer articles on services available to part-time students
4) To act as an avenue of communication between part-time students and the university
5) To serve as an encouragement to all faculty and staff to harken to the needs and achievements of the part-time student.

Initial reactions by students and university personnel are very positive.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Unsolicited responses from students and university personnel express great satisfaction with "Nightline".

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Estimated effectiveness of program Low 1 2 [✓ 3] 4 5 High

Please explain:

Making students feel a part of the campus when they might attend one class and then go home, is difficult. We hope "Nightline" might encourage students to partake of more services.

May the contents of this form be shared? Yes X No ___

Your name Carolyn R. Grote Title Community Service Programmer

Telephone (913) 295-6391 Institution Washburn University

Address Office of Special Instructional Programs, 17th & College

City Topeka State Kansas Zip 66621

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Student services

Primary Purpose(s)

To assist the adult learner to renew study skills, find peer groups, and generally "fit in" comfortably.

Target Group

Individuals who are at least 25 years of age and who are re-entering an undergraduate program after an interruption of from one to many years in their educational process.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

The Dean of Students' Office has one component known as "Services to Women and Returning Students." One of the primary functions of this component is to assist the adult learner in adjusting to the college campus again. We offer orientation sessions, individual assistance, and self-development workshops which are designed with the needs of the adult learners in mind. Initially, we concentrate on housing, employment, and child-care needs of the re-entering adult learner. Later we offer special assistance with self-development needs via the workshops. Of course, we also make many referrals to existing services on campus so that the adult learner is mainstreamed into the system.

One of the most important functions we perform is to provide a gathering place each week for the first four weeks of each semester for adult learners to meet, have coffee, cokes, and beer, and discuss problems, visit with peers, or just relax. We find that interest wanes after the first month or so, for our adults have generally found additional support by this time.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

We are fairly satisfied with the service offered, but we feel we could be more effective in a more visible location and with additional publicity about the existence of the service.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Persons who use the service seem to be very satisfied with the programs and activities.

May the contents of this form be shared? Yes X No

Your name Mervyn W. Stelter Title Director, University Planning & Analysis

Telephone (817) 788-2300 Institution North Texas State University

Address P.O. Box 13826

City Denton State Texas Zip 76203

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item ° for category titles) O. administrative structure-The Director of PORTAL-Program of Return to Advanced Learning

Primary Purpose(s)

To attract and retain adult learners by anticipating and meeting their needs.

Target Group

Adult (out of high school for at least 4 years) women students who can attend college during the day-time courses.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

The PORTAL Director serves both as the admissions officer and the coordinator of support services for the PORTAL student. She is an experienced counselor, knowledgeable in areas of adult development, and a specialist in the area of group dynamics. She maintains contact with the students throughout their stay at CCC, serves as a counselor, academic advisor to the non-matriculated students, handles orientation program, organizes social events for the students, edits bimonthly PORTAL Newsletter, prepares a yearly handbook for them, and chairs an advisory committee of students, faculty and staff which helps to promote the interests of the adult student on campus. She is ombudsman for the PORTALS with other offices and services on campus such as career planning and the academic support services. The reputation of the PORTAL program for being a place where students or prospective students can feel comfortable, be understood, and get the information and support they need to be successful in college is wide spread throughout our region.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

In its 12 years of existence the program has growth from 4 students to nearly 200. One out of every 4 day-time students is now an adult woman. This represents a large portion of the college's income. The income from PORTALS was up 33% over last year due to the skills of the PORTAL Director in recruiting and retaining the students.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain: See above.

This program is one of the primary strengths of the college. It has been a considerable factor in maintaining the viability of the college in this period of shrinking enrollments of traditional aged students.

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May the contents of this form be shared? Yes X No

Your name Janice H. McElroy, PhD Title Director of PORTAL

Telephone (215) 437-7879 ext. 296 Institution Cedar Crest College

Address 30th and Walnuts Streets

City Allentown, State PA Zip 18104

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Student services

Primary Purpose(s)

To provide special counseling and academic advisement to meet the needs of the disadvantaged students in our college district.

Target Group

The chronically unemployed, low income families, high school drop-outs, ex-offenders, the socially deprived and the physically or mentally handicapped.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

This program is called the Crowder Occupational Opportunity Project, or "Project COOP". Its services include: Counseling, Career exploration, Job Skill training and Job Placement and possibly Financial Aid. The COOP Counselor works closely with other local agencies. The COOP Office is located within the Student Services office so it is quite accessible to all interested students.

Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

This program has been quite successful. The number of students enrolled who have a G.E.D. certificate has increased to 82. The grade point average of these people as a group is 2.87. Twenty three of these students had G.E.D. Scholarships for their high G.E.D. Score.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

The general public is more aware of the opportunities for disadvantaged persons at Crowder. Thus, we are increasing our enrollment from this group.

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May the contents of this form be shared? Yes X No ___

Your name Mr. Jack Divine Title Counselor

Telephone ( ) Institution Crowder College

Address Box 2

City Neosho State MO Zip 64850

205

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Student services

Primary Purpose(s)

To provide a comfortable place for adult students on campus. Serves social and service needs.

Target Group

Adult students on campus, especially those who commute

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Nontraditional Student Lounge. The Lounge serves as a meeting place for the "Non-trads". Many adults expressed a feeling of "not belonging" at the University Student Union because of the large number of traditionally aged students.

The Nontraditional Lounge is designed so that the adult students can bring their sack lunches, have coffee, use the phone, or study with other adults. They have expressed a feeling of having some identity and "belonging".

The Lounge is also a communication center where they can find out what is happening on campus. Where most traditional students have a communication network through the dormitory living, "nontrads" were missing the informal networks.

Satisfaction with success of program Low 1 2 3 4 5̲ High

Please explain:

The Lounge is in use an estimated 85% of the time. Because of the popularity of the Lounge, it is some times difficult to get office work done, or hold meetings.

Estimated effectiveness of program Low 1 2 3 4 5̲ High

Please explain:

We would like to increase the number of students served. With the rising number of adults on our campus, the need for the facility increases. The response of those who take advantage of the Lounge is positive and is demonstrated by their constant use of it.

May the contents of this form be shared? Yes X No ___

Your name Carleen Morgan

Title Coordinator, Nontraditional Student Program

Telephone (605) 688-4423

Institution S.D.S.U.

Address Pugsley 202

City Brookings

State South Dakota

Zip 57007

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

h. Student services and activities

Primary Purpose(s)

1. Increase student/faculty/administration discussions
2. Increase student input into operation of Evening Division

Target Group

Adult students.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Three programs:

1. "Meet the Deans" Nights. Wine and cheese receptions held in campus center after classes.

2. Academic area wine and cheese receptions held at Dean's home on 8 successive Fridays with students and faculty in particular disciplines.

3. Student Advisory Committee formed to meet regularly with Dean.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

1. "Meet the Deans" nights well attended.
2. Academic area receptions not well attended.
3. Student Advisory Committee has been instrumental in modifying and adding to many College services, facilities and policies.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Total program has high student acceptance.

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May the contents of this form be shared? Yes X No ___

Your name Dr. Robert E. Pennock Title Dean of Continuing Education

Telephone (518) 445-1717 Institution Russell Sage College

Address 140 New Scotland Avenue

City Albany State New York Zip 12208

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

H - STUDENT SERVICES AND ACTIVITIES

Primary Purpose(s)

Assist students as well as offer entertainments

Target Group

Any College of Lake County students or the community-at-large

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

The Activities Office is continually revamping in the hopes of providing services/ entertainment to CLC students and the community. One major service still in the planning stage is a Day Care Center.

Movies, concerts, lectures, etc. are offered regularly to students and the community as cultural fare. Previously, most were geared toward the "younger crowd" but more recently several were geared for the adult - a realization that their needs must be met.

A Student Handbook is published by the Activities Office and the Student Senate on a yearly basis. Revision of the handbook is ever-present, based upon changing needs. Although published for the entire student body, the adult learner is not left out.

Peer Assistance, free student tutoring, is sponsored by the Student Senate and the

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

So far, the services offered have been fairly successful. By gearing some services/activities to the adult population, they have tried to satisfy their needs.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

If the progress mentioned above continues, the Activities Office will be meeting some of the needs of the adults in the community and at the college quite effectively by gearing that group as one of their targets.

May the contents of this form be shared? Yes X No___

Your name Margaret A. Meyer Title Director - Office of Adult Education

Telephone (312) 223-6601, x 490 Institution College of Lake County

Address 19351 W. Washington

City Grayslake State IL Zip 60030

College of Lake County (continued)

Description

Activities Office, is always looking for better ways to serve the student body. A major concern for peer counselors is returning adults.

Something rather new in the area of student services is the pamphlet in Spanish detailing General Information about the college. This is quite helpful since the Spanish-speaking community is fairly large in the district.

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Student services and programs (Villanova's Individualized Programs) ADULT PROGRAMS (V.I.P.)

Primary Purpose(s)

To recruit, counsel and advise the adult learner

Target Group

The adult student interested in continuing, beginning or supplementing education, whether part-time, full-time or graduate. Credit and non-credit, audit, etc. courses are available.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

The office of Individualized Programs for Adults performs many functions. V.I.P. (Villanova's Individualized Programs) acts as a liaison between the adult student returning to college life and the rest of the University. It is a referral service which can provide answers to questions concerning college life for the over-21 set. It is a center for adult career options advising and adult academic advising. Individualized Programs for Adults is a place which offers individual and group counseling (returning to college can be a project which involves the entire family). Individualized Programs for Adults provides an opportunity for adult students to meet and exchange ideas.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High
Please explain:

The program has moved ahead well with increased numbers of adults coming to this office, but much more progress could be made with increased staff, facilities, and cooperation from other parts of the university.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High
Please explain:

Numbers of adults are constantly increasing and many express satisfaction with the services provided.

May the contents of this form be shared? Yes X No___
Your name Beverly H. Schorr Title Director, Adult Programs
Telephone (215) 645-4310 Institution Villanova University
Address 105 Vasey Hall
City Villanova State PA Zip 19085

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Academic Advising Services

Primary Purpose(s)

Fifty percent of the University enrollment would be classified as "non-traditional adult students"

Target Group

All students beyond the normal 18-22 year old traditional student group.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey attach copies of materials you use in each program you have described.

a. Expanded hours for adult students.
b. Specialized training in adult development needs and skills in academic advising.
c. Training in cognitive learning styles.
d. Special awareness preparation of counselors to be sensitive to the needs of older students.
e. Preparation and openness in dealing with the part-time undecided student.

Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

May the contents of this form be shared? Yes X No___

Your name Duncan M. Sargent Title Director of Admissions

Telephone (402) 554-2393 Institution University of Nebraska at Omaha

Address 60th and Dodge

City Omaha State NE Zip 68182

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Academic advising

Primary Purpose(s)

To help adult students complete BA or BS degree programs.

Target Group

Part-time adult students who work, live some distance from the campus, or are eligible for grants of competency credits.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

The External Studies program was initiated in the fall of 1973. It is an alternate route to the same BA or BS degree offered to Moorhead State University's full-time students. External Studies personnel teach an educational planning class for prospective students and serve as liaison with on-campus faculty members. The director of the program arranges alternate delivery systems for many courses, supervises the grants of competency credit, and the approval of degree programs. The External Studies office acts as an admissions office, provides a wide variety of support services, and acts as liaison with a wide variety of offices.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Approximately 800 adult students from 75-80 communities in North Dakota and Minnesota have been admitted to the program. Of these students, approximately 108 will have graduated by the close of the spring quarter.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

We continue to devise new methods of delivering more of our courses to a widely scattered and diverse adult population.

May the contents of this form be shared? Yes X No

Your name Audrey Jones Title Director, External Studies
Telephone (218) 236-2181 Institution Moorhead State University
Address
City Moorhead State MN Zip 56560

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Academic Advising Services

Primary Purpose(s)

To acquaint students with services

Target Group

Full-time or part-time adults who work or who attend classes at off-campus locations.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

An Advisement folder is prepared for each new student. In the folder are copies of transcripts of high school or any other previous work as well as placement test scores. Trained advisers are available in the evening to assist these students and advisers travel to off-campus class sites to assist students. The academic advisement folder is available for use during the advising session.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Student survey indicates high satisfaction levels.

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Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

It is expected that the numbers of students served will increase and the quality of advisement will not decrease.

May the contents of this form be shared? Yes X No __

Your name Mrs. Louise R. Greene Title Director, Academic Services

Telephone (615) 354-3000 Institution Roane State Community College

Address

City Harriman State TN Zip 37748

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Academic Advising Services

Primary Purpose(s)

Simplify all admissions, advising, and registration procedures for adults

Target Group

All new and returning adult students

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

We established one office where students can receive career counseling, academic advising, admissions and course registration assistance, parking stickers, financial aids and other information or referrals for information in one stop. Representatives from the colleges are regularly on hand in this office, including the graduate school, for several evenings each week, and for extended periods (usually three weeks) prior to the start of each quarter.

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Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Fine cooperation from the colleges and people from registration services.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Most new or returning students can do everything they need to do in one visit of less than an hour.

May the contents of this form be shared? Yes X No __

Your name Joseph H. Oshins Title Associate Director

Telephone (614) 422-8481 Institution The Ohio State University

Address 210 Sullivant Hall Office of Continuing Education

City Columbus, State Ohio Zip 43210

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

F

Primary Purpose(s)

To offer students enrolled in off-campus courses access to academic advisement.

Target Group

Students enrolled in off-campus credit courses.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

During 1978, the Division of Extramural Courses installed a toll-free WATS line to provide off-campus credit course students with a ready means of access to faculty advisors. Students call directly to the Extramural Courses office and are then transferred to the office or person to whom they wish to speak. Two hundred fifty - 350 calls are received each month.

Also advisement sessions are often held at off-campus credit course sites for off-campus students. Faculty travel to off-campus sites and meet with students during evening hours to discuss academic concerns.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High
Please explain:

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High
Please explain:

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May the contents of this form be shared? Yes X No ___
Your name Dr. Dennis Dahl Title Director of Continuing Education and Assoc. Vice Chancellor, Academic Affairs
Telephone (217) 333 1000 Institution University of Illinois -Urbana/Champaign
Address
City Urbana State Illinois Zip 61801

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item ° for category titles)

Advising and Counseling

Primary Purpose(s)

Improve academic advisement for adults

Target Group

New students, transfers, continuing matriculating students.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Hired a full-time professional advisor to handle the specifically academic (as opposed to other types) aspects of college and the curriculum here; instituted a progress report system leading to more intrusive, active advisement; trained advisors by sending them to ACT workshops; expanded evening hours, etc.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

New program

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Estimated effectiveness of program Low 1 2 3 4 5 [✓ High]

Please explain:

New program, but has already yielded smoother registration, course change, program evaluation, and other transactions.

May the contents of this form be shared? Yes X No___

Your name Mr. Jerome L. Neuner Title Acting Assistant Dean of Continuing Studies

Telephone (716) 883-7000, Ext. 877 Institution Canisius College

Address 2001 Main Street

City Buffalo State New York Zip 14208

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Academic advising services

Primary Purpose(s) 1. To unify and centralize all academic advising (except of majors already admitted into a department).

2. To establish an Advising Center, a physical location, available to all students on a drop in and appointment basis seven days a week.

Target Group

All Mundelein College students, weekday and weekend, older and younger.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

The Advising Center is the place to go with academic questions and problems. The staff are academic problem solvers, as well as acting as referrals to other advising/counseling services on campus e.g. personal counseling, career counseling. All students are assigned an advisor from the Center with whom they may consult in person or by phone. In addition, advisors initiate contact with their advisees when information is received from a faculty member regarding a student in academic trouble in a class, or when the advisor does an analysis of the student's grades at the end of a term.

The staff is composed either of full-time faculty, one half of whose time is spent in the class room, the other half in the Center, or of professionals with academic credentials who work full time in the Center.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain: - the Advising Center is highly utilized by many adult students, not only for academic advising per se, but also (especially on weekends) as a focal point for various questions. Its staffing on weekends is an institutional statement about the value we place on servicing the adult student. - centralized monitoring of academic progress of students has resulted in being able to salvage some before they are academically bankrupt. - having a central place where students can explore

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain: In some ways, the effectiveness of the Center is dependent on the potential client's willingness to use it. There are still too many students who drop out who appear never to have taken advantage of the services available. Adequate staffing, especially during peak work times such as registration, is a perennial problem.

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May the contents of this form be shared? Yes X No ___

Your name Tina Stretch Title Associate Dean, Director of Weekend College

Telephone (312) 262-8100 x. 405 Institution Mundelein College

Address 6363 Sheridan Road

City Chicago State Illinois Zip 60660

Mundelein College (continued)

Satisfaction with success of program

their inclinations toward various majors is also very beneficial.

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Academic Advising Services

Primary Purpose(s)

Provision of advisement services for prospective and entering adult students

Target Group

Adults 25 and over interested in entering college and first semester adult students in the Second Careers Program

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

Recognizing that adults have many anxieties about returning to school, the Second Careers Office provides pre-admissions advisement on a one-to-one or small group basis either by appointment or on a walk-in basis. The usual practice is to send descriptive literature to prospective applicants who are asked to read the materials and call back for an appointment to clarify any questions they might have. The pre-admissions advisement deals with an exploration of the prospective student's goals and determination whether the College has appropriate resources for achieving them; information giving about the Program--admissions requirements; the CLEP General Examinations (how to prepare for them, when to take them, how scores are evaluated, how credits earned fit into curricular requirements) as well as other nontraditional ways of earning additional credits.

Individualized and group advisement is provided by this office until the student completes the five CLEP General Exams and earns matriculated status as a result of scores earned on the CLEPs. Those who do not achieve the cut-off scores on the

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain: Adults who receive pre-admissions advisement (in an atmosphere where their concerns and anxieties are understood) apply and register in classes at a greater rate than those who simply apply to the Program but do not seek further information about what it involves. Although the Program is open to any adult 25 or older with a high school diploma or the GED, s/he must have no more than 30 transferrable credits and must agree to take the CLEP exams.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain: We believe this service has been most effective--it alleviates some of the adult's anxieties, helps him clarify goals and objectives, and, most importantly, affords him/her an opportunity to meet someone in the College to whom additional questions could be asked. The continuing service offered during the first semester is a valuable complement to our Re-Entry Seminar which all new students without prior college experience must take.

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May the contents of this form be shared? Yes X No

Your name Alicia P. Savage Title Director, Second Careers Program

Telephone (201) 893-4431 Institution Montclair State College

Address

City Upper Montclair, State New Jersey Zip 07043

Montclair State College (continued)

Description

CLEPs for immediate matriculation continue to receive advisement from this office. After matriculation the Second Career student is channelled into the regular advisement offices of the College. All new students as well as provisionally matriculated students from the previous semester receive a Schedule of Group Advising Dates early each term. They are asked to sign up for at least one date. For more personal concerns (of an academic nature) they may call for an appointment. Referrals to other services of the College are made from this Office when appropriate.

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Evaluation

Primary Purpose(s)

To evaluate courses, program and services, and to seek student advice in curriculum development.

Target Group

Part-time, adult learners in the Graduate Liberal Studies Program.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

Students submit evaluation questionnaires after each course. The forms also provide for comments about program services. In addition, program officers meet regularly with groups of students to discuss courses and curriculum. The great majority of new courses evolve from these discussions with current students.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Students have contributed significantly to the development of the curriculum.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Through the evaluations and discussions we are able to keep in close touch with the actual effectiveness of courses and instructors.

Responses of the adult learners have in some cases been a significant factor in the evaluation of faculty being considered for tenure appointments.

May the contents of this form be shared? Yes X No

Your name J. L. Steffensen Title Director, Graduate Liberal Studies Program

Telephone (203) 347 9411 Institution Wesleyan University

Address

City Middletown State CT Zip 06457

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Evaluating Programs & Services

Primary Purpose(s)

Part of a series of studies of the characteristics and needs of adult learners at the University of Delaware.

Target Group

Continuing Education and part-time matriculated students at the University of Delaware, as well as adults expressing interest in participating in lifelong learning experiences there.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Approximately 1000 telephone surveys have been completed thus far. Questions are directed toward identifying student characteristics, amount and nature of participation in lifelong learning, educational objectives, and perceived obstacles to achieving them. Questionnaires are structured, but interviewers are encouraged to probe responses in-depth and elicit comments. Only a few interviewers are used, all have backgrounds in Continuing Education and they are very closely supervised.

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Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Response rate of 97-98%; many good comments; extension of our existing knowledge on lifelong learners; and some good public relations for Continuing Education.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Studies have reached the point where they are assisting our course scheduling and have also been instrumental in shaping the University's five-year plan for lifelong learning (1980-85).

May the contents of this form be shared? Yes X No ___

Your name Joe Heggan Title Associate Director

Telephone (302) 738 1171 Institution University of Delaware

Address University of Delaware - Division of Continuing Education

City Newark State NJ Zip 19711

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Evaluating programs and services

Primary Purpose(s)

To determine those areas that are satisfactory as well as unsatisfactory

Target Group

Students who have withdrawn from school

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

Implemented 3/80

A questionnaire was sent to all students who were enrolled at the school, but withdrew for some reason or other. Response has been fair. However, of those who did respond, the questionnaires were completed in great depth.

Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

Newly implemented.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

The responses thus far have been very comprehensive. In addition, in an effort to have a better return, whenever a student drops from school, they must complete the questionnaire before any papers are processed.

May the contents of this form be shared? Yes X No___

Your name Gail Inez Hentz Title Dean of Faculty

Telephone (201) 964 3663 Institution Roberts-Walsh Business School

Address 2343 Morris Avenue

City Union State NJ Zip 07083

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Funding

Primary Purpose(s)

This is not a "program" instituted by the college, but rather one that the college has been able to take advantage of. Most major corporations offer employees some form of educational benefit. The purpose of such programs is to permit the employee to learn while working. The college has been able to benefit from such offerings by way of providing that learning at times convenient to the employee.

Target Group

Employees in eight area firms are contacted with the intent of offering the college's curriculum to them under the payment or educational reimbursement plan available at the place of employment.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Each corporation has a different plan, but most pay in part or full the cost of tuition (and sometimes books and fees) for the employee enrolled in college level courses. Appropriate request forms are filed by the student with the employer and the student, in turn, makes payment to the college.

Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

The companies involved are satisfied with the course experiences of the employees. The employees are satisfied and grateful for the availability of the courses and degree programs.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

The company payment plans have assured a "core" of continuing students for whom cost is not a concern.

May the contents of this form be shared? Yes X No__

Your name Dr. Roland W. Nelson Title Director of the Evening School

Telephone (608) 784 0040 Institution Viterbo College

Address

City LaCrosse State WI Zip 54601

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item o for category titles)

Funding

Primary Purpose(s)

To assist students in meeting institutional costs.

Target Group

Working adult students

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

The university has entered into agreements with many companies whereby they pay the cost of certain courses or programs pursued at ACU-Dallas. Approximately one-third of the adult students attending the university receive some type of company reimbursement for work taken at ACU-Dallas. The university, in order to assist companies in providing such service, provide special billing services and delayed billing charges for students.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

The students seem to appreciate the service.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Increased enrollment suggests success.

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May the contents of this form be shared? Yes X No

Your name Dr. Douglas Warner Title President

Telephone ( ) Institution Abilene Christian U. at Dallas

Address 1700 Eastgate Drive

City Garland State TX Zip 75041

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Funding

Primary Purpose(s)

To assist businesses and industries with employee development by providing programs which include training for personnel.

Target Group

High potential, newly appointed, and experienced personnel in area businesses and industries.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

The "Business and Industrial Institute" at Volunteer State Community College was formed in September, 1978. Mailouts of brochures and handbooks are made periodically to area firms (attached). News releases are issued for on- and off-campus newspapers. If interest is expressed in the Institute, a proposal is developed for every company desiring an in-company or in-plant program. Each proposal provides an overview/course design and cost for implementing the plan. Length of programs can vary from 1 day to 10 weeks according to a company's need. In 1979-80 alone, the Institute served 14 companies or 1,500 individuals. Continuing education units (C.E.U.'s) are awarded all the Institute's participants. The C.E.U.'s generated and reported in 1979-80 accounted for a revenue-producing source of approximately $35,000. In the present period of stabilized enrollment in the majority of institutions of higher learning, this type institute reaches an adult learner segment of society that has heretofore been unserved by any college.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

May the contents of this form be shared? Yes X No___

Your name Mrs. Jane Wooten Title Coordinator of Institutional Research

Telephone (615) 452-8600 Ext. 241 Institution Volunteer State Community College

Address Nashville Pike

City Gallatin State TN Zip 37066

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Funding

Primary Purpose(s)

To provide financial support for students so that they might participate in continuing education credit classes.

Target Group

Business and industry.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

The University has had considerable success in encouraging major employers in the greater Des Moines area in providing a tuition assistance program for their employees. It has ranged from 50% tuition assistance to 100%. Some employers will pay for any course desired by an employee, while others will only allow those courses to be reimbursed that are job related. We meet with employers encouraging them to build it into their fringe benefit package and the rationale for why it is desirable. Many students are pursuing both undergraduate and graduate degrees using employer tuition assistance.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

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May the contents of this form be shared? Yes X No___

Your name Doug Smith Title Assoc. Dean, College for Continuing Education

Telephone (515) 271 2121 Institution Drake University

Address 2700 University Avenue

City Des Moines State IA Zip 50311

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Career Planning, Counseling, Academic Advising

Primary Purpose(s)

To meet the needs of adult students, such as off-campus locations, flexible times, trained counselors and accurate, up-tp-date information.

Target Group

Adult students entering or returning to college who are based away from the main campus.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

Winona State provides counseling, academic advising, and Career Planning Services in the primary extension centers in southeastern Minnesota. The counselors are trained to work with adult students, schedule daytime and evening appointments, and have access to the MOIS system. The MOIS system is the Minnesota Occupational Information System and provides computerized educational and occupational information. Programs are also available for interest inventory and job-seeking skills. Availability of these services is advertised in all extension schedules, newsletters, newspaper ads, and radio spots.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Positive feedback from students. Much "word of mouth" publicity. Increased enrollment in WSU classes and adult degree programs.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The main gauge of effectiveness is that the counselors are very busy and there is a need for this type of service.

May the contents of this form be shared? Yes X No___

Your name Pauline Christensen Title Regional Campus Coordinator

Telephone (507) 457-2-22 Institution Winona State University

Address 112 Simsen

City Winona State Minnesota Zip 55987

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Career Planning

Primary Purpose(s)

To encourage the firt-time adult student in his/her program and career choice.

Target Group

Full-time and part-time adult students who requested help with career choice or indicated they were undecided about career/program.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

Program was initiated in the summer and fall of 1979. Prospective and current adult students were given the Career Planning Program. CPP results provided basis for counseling sessions with these 42 students. Those who needed or desired extra help were given individual help in using Career Center and COIN system.

Because of a large percentage of adult students in programs beginning Spring Quarter, 1980, there was an indicated need to extend Student Development hours. A counselor was appointed evening coordinator for the college with special emphasis given to the needs of the adult student in the career counseling area.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:
72% of those adults tested are currently enrolled in their programs and working toward their career goals.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:
We would like to identify more adults/students who would benefit from the CPP and career counseling. We feel that our initial effort has been effective.

May the contents of this form be shared? Yes X No

Your name Mary K. Newton Title Admissions Counselor
Telephone (803) 537-5286 Institution Chesterfield-Marlboro TEC
Address P.O. Drawer 928,
City Cheraw State SC Zip 29520

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Career Planning Services

Primary Purpose(s)

Identify occupational competencies to provide more relevant training for job skills which will better meet the labor market needs of Tucson, as well as Arizona.

Target Group

Adult job-seekers, job changers, and those entering the labor market for the first time, i.e., secondary students.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

Twenty occupations have been researched and identified as being those which will be highly in demand in the 80's. Occupational competencies will then be developed for those 20 jobs, utilizing resources and information from local employers in business, industry, labor and government. This information will be merged and summarized with information from literature resources, Department of Economic Security, and the CIRCA office (Career Information Center for Adults), University of Arizona.

This set of competencies will then be disseminated to vocational educators in various job training programs, career planning programs, and secondary and post-secondary educational institutions in order to provide a) students with a realistic set of job requirements, b) instructors with a standardized evaluation tool, c) educational administrators with information necessary for program design and implementation, and d) employers with more competent employees.

Satisfaction with success of program Low 1 2 3 4 5 [✓ High]

Please explain:

Employers and those involved in career planning have indicated a high degree of interest in the occupational information being gathered by this project. It was initially funded for a 15-week experiment; based upon success of the efforts thus far, we have received funding for an additional twelve months.

Estimated effectiveness of program Low 1 2 3 4 5 [✓ High]

Please explain:

The project is currently coordinating and providing information to six community agencies. We would like to expand our contacts, and include secondary institutions.

May the contents of this form be shared? Yes X No ___

Your name Peg Nash Title Counselor/Program Specialist

Telephone (719) 626-4858 Institution University of Arizona

Address 1717 E. Speedway, Room 1201

City Tucson State Arizona Zip 85719

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item ° for category titles)

Career Plannning Services, Workshops, and Placement Services.

Primary Purpose(s)

1. To acquaint community citizens with career information and ideas.
2. To permit these people to view the current job opening postings and respond to them, if qualified and interested.

Target Group

Teachers seeking career change; adults wishing to return to school or seek employment; enrolled or not enrolled persons; former students seeking new or different employment; people laid off.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

Placement staff personnel are involved in community workshops and seminars and University-sponsored workshops at least once every two weeks. In this way, contacts are made with the target population. A high percentage of these candidates subsequently make appointments with counselors in the Placement Office to discuss career plans , or,simply, life plans.

Many referrals take place from this office to counseling departments for testing, etc.

An average of 6-8 persons per week fall into the above categories and are counseled in the Placement Office. They may be in any stage of decision-making from further education to part-time work, to full-time work, etc. We feel strongly that many persons have been assisted in their career/life planning.

Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

Because of the feedback from participants, we feel certian that this program is necessary in the community. Many enroll in the University.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain:

The program continues to grow, as we are requested to give addditonal seminars and meet persons on and off campus.

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May the contents of this form be shared? Yes X No___

Your name Marilyn J. Carrell Title Director of Placement

Telephone (216) 375-7747 Institution University of Akron

Address 105 Gardner Student Center

City Akron State Ohio Zip 44325

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Career Planning Services

Primary Purpose(s)

1. Basic Life Skills Training
2. Career Exploration
3. Career Guidance

Target Group

Unemployed or underemployed adults

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

Participants are involved in a six-week program, approximately 12 hours per week, of one-on-one counseling, group guidance sessions, skills and interest testing, career exploration and Human Potential Seminars.

Career exploration consists primarily of visits to local industries, presentations and workshops. The tours of industries and other productive enterprises afford the participants first hand knowledge of entry level jobs in addition to skilled and/or professional opportunities.

Presentations and workshops in communication skills, resume writing and job applications and interviewing skills are conducted by business representatives, and faculty and staff of Salem Community College.

The Human Potential Seminar is an 18 hour program which uses a positive approach to self-development and motivation. The objectives of the seminar are an empathic regard for others, increase in self-affirmation, self-motivation and self-determination.

Satisfaction with success of program Low 1 2 3 4 5 High
Please explain:

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High
Please explain:

The majority of students complete the program. The major of those completing enter careers or career education.

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May the contents of this form be shared? Yes X No ___

Your name William G. Mark Title Dean of Community Affairs
Telephone (609) 299-2100 Institution Salem Community College
Address P.O. Box 551
City Penns Grove State N.J. Zip 08069

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Career Planning Services Experience - Based Career Education (EBCE)

Primary Purpose(s)
To provide students with opportunities to explore several careers in the community, in order to make informed, experience-based career decisions.

Target Group
Any student of the College; however, most students are adult learners.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

EBCE involves enrollment in a 3 credit course called Career Exploration. This individualized course structures a student's community placements with assignments related to the career site. Each student spends a minimum of 10 hours per week on site, observing and in many cases getting hands-on experience on a non-paid basis. Students also take a 1 credit course in career planning, and may enroll in other academic courses which have been adapted for EBCE. For example, a student may take English Composition; the assignments would be geared to the current career site. In this way, students learn the connection between academic theory and actual jobs. By the end of the semester, most students rate their career plans as firm.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High
Please explain:

Most student and employer evaluations to date express satisfaction with the program.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High
Please explain:

Most students (90%), at the end of the semester, rate their future career plans as firm or very firm.

May the contents of this form be shared? Yes X No

Your name Diane Weaver
Title Coordinator, EBCE
Telephone (301) 790-2800 EXT 279
Institution Hagerstown Junior College
Address 751 Robinwood Drive
City Hagerstown
State MD
Zip 21740

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Career Planning

Primary Purpose(s)

To provide educational, vocational, or personal counseling for adults who enroll in credit courses at off-campus sites.

Target Group

Adults who enroll in University of Illinois - Urbana-Champaign off-credit courses, as well as those adults contemplating continuing their education.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

A psychologist from the University Psychological and Counseling Center travels three times each semester to three off-campus sites where off-campus credit courses are being offered, and is available during the evening three times each semester to receive calls over the Department of Extramural Courses Toll-Free WATS line. This counseling program is for persons who want to discuss educational planning, educational choices, educational achievement; career choice, change of career identification; or problems of a personal nature. Six one-half hour counseling sessions are offered during each visit to an off-campus site.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

May the contents of this form be shared? Yes X No___

Your name Dr. Dennis Dahl

Title Director of Continuing Education & Assoc. Vice Chancellor, Academic Affairs

Telephone (217) 333 1000

Institution University of Illinois -Urbana/Champaign

Address

City Urbana

State Illinois

Zip 60801

Report Form   Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Career Planning Services

Primary Purpose(s)

Assist adults in (1) making career decisions; (2) selecting appropriate educational resoures; (3) beginning an educational program.

Target Group

Adults in the community (non-students).

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

Educational Referral Services is modeled on the brokering concept and is designed to: help adults in career decision-making and in selecting available educational programs in order to reach career goals; encourage and support adults desiring to continue their education; assist adults in setting educational goals and in matching these goals with appropriate resources; help adults with admissions procedures, financial aid regulations, and other potential barriers to education; collect and distribute information about all educational directions.

Educational Referral Services can be helpful for: people considering career change; people seeking to move up in their jobs; people preparing for entry or re-entry into the job world; people wanting to finish their previous education; people exploring new educational directions.

Satisfaction with success of program Low 1 2 3 4 _5_ High

Please explain:

Response to this service indicated it is much needed.

Estimated effectiveness of program Low 1 2 3 4 _5_ High

Please explain:

We are beginning to do six-month follow-ups with clients to assess effectiveness and satisfaction with services.

May the contents of this form be shared? Yes X No ___

Your name Miriam F. McNair Title Director, Adult Learning Center
Telephone (803) 777-7865 Institution University of South Carolina
Address 1728 College Street
City Columbia State South Carolina Zip 29208

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Career Planning Services — It's Everybody's Business

Primary Purpose(s)
To serve the adult learner who wants to improve and/or build skill that will increase marketplace value.

Target Group
The course benefits the housewife, the employee, the teacher, the manager, and the owner. Anyone that can not leave home to be in the classroom will gain tremendously from this telecourse.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

The telecourse provides an overall picture of business operations, includes analysis of specialized fields within business organizations, and identifies the role of business in modern society.

The latest business theories and jargon, as well as brief historical backgrounds, a complete overview of how the business community provides goods and services within the legal,ethical, and economic framework of the United States.

Satisfaction with success of program Low 1 2 [✓ 3] 4 5 High

Please explain:
The general public was initially excited by the thought of instructional television for adults. At air time, we had a response of 31 students from a population that exceeded 250,000.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:
The participating students feel that there is no better way to go. Groups that had responded negatively now are sending signals that they want to participate. The future of ITV in South Texas looks very bright.

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May the contents of this form be shared? Yes X No___
Your name Ralph Ferguson Title Project and Program Development Specialist
Telephone (512) 595-2861 Institution Texas A&I University
Address Center for Continuing Education, Campus Box 147
City Kingsville State Texas Zip 78363

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Career Planning (resume writing, job search techniques, and interview techniques)

Primary Purpose(s) Camden County College offered the above named services in career counseling, vocational testing, a career information resource library, and a series of selected seminars and workshops to all residents of Camden County, and to the students of Camden County College, beginning on Jan.2, 1980. This four-fold career guidance service provides a strong outreach to the community and organizational linkages and referrals to and from many agencies in Camden Co., to expand career awareness and career preparation.

Target Group
Eligible clients are residents of Camden County above age 14, and students of the college.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

The Career Education Institute opened Jan. 2., 1980. Our marketing tactics included a periodic newsletter, "The Career Advisor" mailed to 2500 individuals, agencies, and interested educators in Camden Co. Ample use has been made of local media coverage, posters, bulletin boards, and student publications to generate CEI client activity. Response has been excellent. Services are being used to maximum staff capacity with appointments possible at this time only three weeks in advance because of the high demand for career counseling, vocational testing, use of career library resources, and the workshop and seminar series for both professional and CEI clients. CEI staff is limited to a full-time Coordinator, a full-time Secretary, and a part-time Counselor who maintains our Saturday and evening program. CEI hours are from 8:30 a.m. to 10:00 p.m. Mondays to Thursdays, 8:30 a.m.-4:30 p.m. Fridays, 9:00 a.m. to 1:00 p.m. on Saturdays. To date CEI registrants number in excess of 450 clients, with many others not registered. Twenty Career Planning Workshops have been offered this semester, 8 resume Writing,Job Search, & Interview Techniques Workshops, 3 Careers for the 1980's, 1 Career Options for Women and Minorities, and 7 Professional/ off campus workshops of varied formats.

Satisfaction with success of program Low 1 2 3 4 5 [✓ High]

Please explain: Although formal program evaluations are to be conducted at the end of the semester in June, 1980, the overall response has been excellent, with requests for services by students, staff, faculty and residents being much in excess of CEI's ability to serve. We now have a back log of appointments three weeks in advance at all times;our Saturday and evening programs are utilized as fully as our daytime programming. Comments are genuinely favorable and quite appreciative by all clients seen by CEI staff. CEI meets a definite need in the community and the college as well.

Estimated effectiveness of program Low 1 2 3 4 5 [✓ High]

Please explain: This will be determined by the individual client evaluations at the end of the semester. Overall useage and continued requests for services and use of facilities and staff to conduct professional training for other area counselors and agencies indicates a high level of effectiveness in meeting the needs of the community as a whole for career educational services in counseling and vocational guidance both at the layman and professional levels. Further data will be available after June, 1980.

May the contents of this form be shared? Yes X No___
Your name Carol S. Lang Title Coordinator, Career Education Institute
Telephone (609) 227-7200 X417 Institution Camden Community College
Address Box 200
City Blackwood State NJ Zip 08012

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 6 for category titles)

Career Planning Services

Primary Purpose(s)

To assist adults in appropriate career planning.

Target Group

Predominately women

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

We have developed a Community Career Planning Center for Women which is three years old. The Center sees over 1500 women per year. They are provided on a one-to-one basis career planning, resume writing and a variety of other services in preparation for return to the work world, or to continue their education. There are workshops in a variety of areas. The Center does have evening hours for consultation with consultants.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

May the contents of this form be shared? Yes X No___

Your name Doug Smith Title Associate Dean, College for Continuing Ed.

Telephone (515) 271 2121 Institution Drake University

Address 2700 University Avenue

City Des Moines State IA Zip 50311

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

J. Career planning services

Primary Purpose(s)

To assist in the transition of displaced homemakers from the roles of wife and mother to single adult and learner or worker.

Target Group

Displaced Homemakers-or those persons who have spent a significant number of years working at home and now because their source of income has been cut off because of death or divorce, must enter the employment market.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

PHASE is an outreach effort of personal counseling, support and workshops for displaced homemakers. It includes Counseling, or individual evaluation of needs, personal growth, setting goals, career planning, communication skills, grieving and loss and support; Job readiness skills including job orientation, resume writing, job interviewing skills, job search techniques, and skill identification; job development by contacts in the community, current employment opportunity information and employment trends in the community; and community referrals including available support services, educational advancement options, and referral for personal needs not met through PHASE.

PHASE includes state-wide technical training for agencies and community organizations who work with displaced homemakers.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The project is very well received and needed in the community.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

There is not enough time or money from the grant to serve the huge numbers in need, nor is the job market one that is receptive to the entry level woman.

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May the contents of this form be shared? Yes X No__

Your name Lynn O'Hern Title Coordinator

Telephone (602) 626-3902 Institution University of Arizona

Address 1717 E. Speedway, Suite 3212

City Tucson State Arizona Zip 85719

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

ENRICHMENT PROGRAMS - Career planning

Primary Purpose(s)

To assist women to reach their potential and to help meet the needs of various groups of women interested in continuing their education through non-credit course work.

Target Group

Women aged 19 + interested in continuing their education through non-credit course work.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described

Non credit courses to meet varied needs of women and in some cases men. Courses vary from Assertiveness Training to How to Be Successful in Business. We also hold specific programs for Displaced Homemakers and women interested in finding out more about getting back into college. Also offered are various programs and workshops aimed at the woman interested in Career Planning and Development. Some specific course offerings have been: Job Seeking Strategies, Planning Your Career, Time Management, etc. Two of our recent successful programs were: PACE (Personal Advancement Through Continuing Education). This program was set up to fill the needs of women who were considering re-entering the work force, returning to school or making a career change. This was a TITLE I funded program which make it possible to offer the program for $5 per person. The program consisted of 12 class sessions, a choice of four of 12 workshops, and the option of a career counseling session. This semester 185 women have registered for this program. VOLUNTEER MANAGEMENT - This program is set up to meet the needs of administrators of volunteer service programs and volunteers who are looking to make their skills more marketable.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

Attendance in the Enrichment program, PACE and Volunteer Management reflects the success of the Program.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The evaluations completed at the end of the programs are positive which indicates that they are effective.

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May the contents of this form be shared? Yes X No___

Your name Sister Joel Read Title President
Telephone (414) 671-5400 Institution Alverno College
Address 3401 S. 39th St.
City Milwaukee State WI Zip

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Career Planning

Primary Purpose(s)

To assist women in their pursuit of Career Training and Development.

Target Group

Women attending Alverno in pursuit of a degree.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

Alverno offers a sytematic career development and placement program geared to the student's stage of development. Exploration of career options forms a vital component of Alverno's advising system. We offer a Career Search course to upper class students. Through this course students learn job-hunting skills, interview professionals in their major, and are video-taped in a live interview for a job.

Career placement services for graduating seniors include special assistance in planning and developing a portfolio of credentials for job interviews, critiquing one's interviewing skills, on-campus interviews, and information and assistance for graduate school application.

Services are available to the general public on a fee basis.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High

Please explain:

All freshman are introduced to the Career Lab and continue to use it for the remainder of their educational careers. 90% of our students have field experience in their major before they graduate. Feedback from the Business Community when students go to interviews is positive. Comments about how well the students are prepared for the interview come from prospective employers.

Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

97% of our graduates are placed in careers of their choice.

May the contents of this form be shared? Yes X No__

Your name Sister Joel Read Title President

Telephone (414) 761 5400 Institution Alverno College

Address 3401 South 39th Street

City Milwaukee State Wisconsin Zip 53215

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Institutional Support

Primary Purpose(s)

To recognize the needs of the adult learner, to incorporate the adult learner as a new consumer in the educational process; and to realize the varied services necessitated by reading the adult learner.

Target Group

All entering adult students

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

The Mission of the College has been reviewed and revised to target a more aggressive awareness of the industrial and business training needs of a rural area in the transition from an agricultural economy to a highly technical, diversified industrial economy.

Close ties have been developed with industry to acquaint them with programs, services and training available to them. Co-operative education has literally mushroomed as a response to industry's needs.

Satisfaction with success of program Low 1 2 3 [✓ 4] 5 High

Please explain:

College representation at industry meetings has been requested more regularly; industry participation and supervisory development training, entry-level training and workshops/seminars is now promoted and rewarded.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High

Please explain:

The relationship with industry has resulted in an improved level of credibility. Articulation with industrial leaders is much improved. Referrals and tuition sponsorships of students and scholarships have more than doubled, indicating the increase of credibility of the College as a resource.

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May the contents of this form be shared? Yes X No ___

Your name Dr. Ronald W. Hampton Title President

Telephone (803) 537-5286 Institution Chesterfield-Marlboro Technical College

Address Drawer 928

City Cheraw State South Carolina Zip 29520

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Institutional Support

Primary Purpose(s)

To broaden the base of college students enrolled in the University.

Target Group

Disadvantaged and returning students needing comprehensive supportive services (tutoring, career, and academic counselling) while they are trying to upgrade themselves through higher education with alternative modes of scheduling.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

The University has included in its mission statement, its obligation to seek better programmatic approaches to serving those students in need of tutoring counseling and alternative ways to acquiring a baccalaureate degree. In 1975 a grant was received from H.E.W. to launch such a program.

Under the trio program of H.E.W. a portion of staff resources is allocated for the Independent Study (College II) Program of Special Services. A larger portion of staff resources are allocated for supportive services that will meet the essential needs of students enrolled in an urban university. The long range planning system calls for the program to become a permanent department under the School of Continuing Education

Satisfaction with success of program Low 1 2 3 4 5 High

Please explain:

The program has been quite successful on the campus, with a student roster running 50% over the number funded.

Estimated effectiveness of program Low 1 2 3 4 5 High

Please explain: Since many students are on financial aid, it was extremely difficult to budget special services monies from private sources. Therefore, Federal funding has been extremely beneficial to the progress of the program. The program has been so well received that administrators, faculty and students all are attempting to find ways to incorporate it into the University master budget(i.e., through tuition.) Tutoring is more stabilized than in most programs. Counseling is on-going and readily available.

May the contents of this form be shared? Yes X No___
Your name Calvin Woodland Title Director College II Special Services
Telephone (301) 444-3581 Institution Morgan State University
Address Hillen Road & Cold Spring Land
City Baltimore State MD Zip 21239

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Institutional Support

Primary Purpose(s)

To establish viable outreach program meeting the needs of Adult Learners.

Target Group

Adult Learners (Upper Division and Graduate) in the Willamette Valley

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

This support is in the Mission Statement for the 1980's, and is favored by the central administration and the State Board of Higher Education. Implementation of this Mission may result in a satellite center in downtown Salem where a full range of upper-division degree-related courses may be offered.

Satisfaction with success of program Low 1 2 3 4 5 High
Please explain:

Still in the developmental process

Estimated effectiveness of program Low 1 2 3 4 5 High
Please explain:

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May the contents of this form be shared? Yes X No__

Your name Wayne Rodgers White, Ph.D. Title Director of Division of Continuing Education

Telephone (503) 362-1952 Institution ~~Oregon College of Education~~

Address Oregon College of Education, West House 101

City Monmouth State OR Zip 97361

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Institutional Support

Primary Purpose(s)

To clarify institutional mission and to increase institutional awareness of issues surrounding the adult, part-time student.

Target Group

President, Vice-Presidents, Dean's, Faculty leadership and University Community at large.

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described

After year long debate, the University's Joint Educational Policy Committee adopted a Statement on Continuing Education (1979) which is incorporated into the institution's mission statement and which has been widely disseminated.

Satisfaction with success of program Low 1 2 3 4 [✓ 5] High
Please explain:

Debate on policy statement raised awareness of University decision makers. Adoption of statement has provided clout for innovation in continuing education.

Estimated effectiveness of program Low 1 2 3 [✓ 4] 5 High
Please explain:

Intially, the statement has proven to be an effective tool in justifying new endeavors. Long term impact should be assessed in the future, however.

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May the contents of this form be shared? Yes X No

Your name Richard Katzoff Title Director, Student Services
Telephone (401) 277-3810 Institution University of Rhode Island-Extension
Address Promenade & Gaspee Streets
City Providence State RI Zip 02908

Report Form **Attracting and Retaining Adult Learners**

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)

Placement Services

Primary Purpose(s)

Aid to any resident ot Lake County in any/all placement functions from resume writing to computer job searches.

Target Group

Any resident of Lake County interested in looking for a job.

Description If additional space is needed, continue description on separate sheet. Along with your completed survey, attach copies of materials you use in each program you have described.

Placement services have always been offered at the college for its students. Now many of the services are also being offered to community residents. Of particular note is the computerized job file. Any resident may add his name to the file. Periodically, a program is run in which the individual is matched up to any/all jobs listed with the Placement Office so that the person has a detailed list of jobs which meet the criteria he himself listed on his file sheet.

Another relatively new service offered by the Placement Office is a weekly job listing sheet, titled CLC JOBS. The adults in the community can learn much from this listing, which not only gives jobs available, but also gives Career Information as a regular feature.

Satisfaction with success of program Low 1 2 [✓ 3] 4 5 High

Please explain:

Since this search was instituted only a few months ago, we do not have a highly accurate success rate. Individuals have, however, come back to thank us for the service.

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Estimated effectiveness of program Low 1 2 3 4 [✓ 5] High

Please explain:

Planned effectiveness of the program is quite high. With more and more awareness of the service, we feel many more will take advantage of it. The effectiveness will rest upon the degree to which residents other than students utilize the service.

May the contents of this form be shared? Yes X No__

Your name Margaret A. Meyer Title Director - Office of Adult Education

Telephone (312) 223-6601, X490 Institution College of Lake County

Address 19351 W. Washington

City Grayslake State IL Zip 60030

Report Form Attracting and Retaining Adult Learners

Please type. Use a separate form for each description. Please make photocopies if necessary.

Category (See item 9 for category titles)
Placement service

Primary Purpose(s)
To help students obtain employment following degree.

Target Group
Adult Re-Entry Students

Description If additional space is needed, continue description on separate sheet.
Along with your completed survey, attach copies of materials you use in each program you have described.

One of the most important parts of our whole program is the Cornell internship program which is part of the Cornell Re-Entry program. We have internship programs developed with over 25 corporations in our service area where students can go out and intern on-the-job and such an opportunity in many cases will lead to employment in that organization or in some other similar organization.

Satisfaction with success of program Low 1 2 3 4 5 + High
Please explain:

Estimated effectiveness of program Low 1 2 3 4 5 + High
Please explain:

May the contents of this form be shared? Yes X No ___
Your name Dr. John Bury Title Dean of Continuing & International Educatior
Telephone (319) 895-8811 Institution Cornell College
Address
City Mt. Vernon State Iowa Zip 52314

APPENDIX A

The Appendix contains a complete list of institutions who submitted Program Description Forms as part of the ARAL Study. Following each institution's name is a code(s) which indicates the corresponding Program Category (1st numeral) and Target Group (2nd numeral). The code numbers correspond to Program and Garget Group as follows:

PROGRAM CATEGORY	
Marketing/recruiting/outreach	1
Admissions	2
Orientation	3
Counseling	4
Registration	5
Advising	6
Scheduling	7
Student Services	8
Financial Aid	9
Career Planning	10
Placement	11
Course Offerings	12
Curricular Innovations	13
Faculty Development	14
Administrative Structure	15
Assessment Prior Learning	16
Skill Development	17
Program Evaluation	18
Funding	19

TARGET GROUP	
Adults, non-traditional	1
Part-time	2
Full-time	3
Employed	4
Public school teachers/ Administrators	5
Mid-career advancement	6
Career change	7
Unemployed	8
First-time, no prior college	9
Re-entry, prior college	10
High risk admissions	11
Currently enrolled	12
Not currently enrolled (potential)	13
Women	14
Senior citizens	15
Minority/ethnic	16
Veterans/military	17
Professional certification	18

PROGRAM CATEGORY	
Institutional Support	20
Personal/individual Development	21
Re-entry/first entry Student Needs	22
Educational Brokering	23
Day Care	24
Peer Interaction or Adult Centers	25
Unique Off-campus Class Locations	26

TARGET GROUP	
Students who have withdrawn	19
Interested in personal enrichment and	20
Other	99

EXAMPLE: Abilene Christian College, Garland, TX 1,1 2,1 4,9 19,4

1,1 = Marketing/recruiting/outreach (Program Category), Adults, non-traditional (Target Group)

2,1 = Admissions (Program Category), Adults, non-traditional (Target Group)

4,9 = Counseling (Program Category), First-time, no prior college (Target Group)

19,4 = Funding (Program Category), Employed (Target Group)

Abilene Christian College Metrocenter, Garland, TX	1, 1	2, 1	4, 9	19, 4	15, 1	18,12
	99,12	13, 1	20, 1	7, 1		
Alabama A & M, Normal, AL	1,13					
Alaska Bible College, Glennallen, AK	7,13					
Allegheny Wesleyan, Salem, OH	4, 6					
Alliance Coll., Cambridge Springs, PA	1, 1	7, 6				
Alverno Coll., Milwaukee, WI	16,14	21,14	17,11	4,14	10,14	7,14
	22,14					
American Technological Univ., Killeen, TX	7, 1					
Arizona State Univ., Tempe, AZ	1,13	2,13	3,13	5,13	12,13	20,99
Arkansas Polytechnical Coll.Russellville, AR	1, 2					
Augustana Coll., Sioux Falls, SD	16, 6	13, 1				
Aurora Coll., Aurora, IL	16, 6					
Baylor Univ., Waco, TX	7,99					
Bee County Coll., Beeville, TX	2, 1	16,17	12, 1	17, 1	9,17	7, 1
	4,17					
Bellevue Community Coll., Bellevue, WA	1, 1	4,10	7,12	10,12	11,12	14, 9
	17, 1	8, 9	8,15	8,14	8,10	
Benedictine Coll., Atchison, KS	9,15	9, 1				
Birmingham-Southern Coll., Birmingham, AL	3, 9					
Black Hills State Coll., Spearfish, SD	16,10					
Blue Mountain Coll., Blue Mountain, MS	7, 4					
Boston Univ., Boston, MA	6,13	26, 4	12,18	10,12	7, 4	16, 1
Bourough of Manhattan Comm. Coll., Manhattan,NY	12,07	17,08	12,13	17, 6		
Bowie State Coll., Bowie, MD	22,12					
Briar Cliff Coll., Sioux City, IA	16, 1	7, 4	3, 9			
Burdett School, Boston, MA	12, 2					
Burlington Coll., Burlington, VT	6, 9					
California State San Bernardino, San Bernardino, CA	4,14					
California State Coll. Sonoma, Sonoma, CA	4,13					
California State Univ. Fresno, Fresno, CA	4,10					
California State Univ. Northridge, Northridge, CA	13,14					
Camden County Coll., Blackwood, NJ	4, 1	3, 1	10,13			
Canisius College, Buffalo, NY	16, 4	1, 9	13, 1	4,12	6,12	
Case Western Reserve Univ., Cleveland, OH	22,13					
Cedar Crest Coll., Allentown, PA	8,14	13, 6	15,10	1,14	2,14	
CEMREL, Inc., St. Louis, MO	17,15					
Center for Cont'd. Education of Women, Ann Arbor,MI	9, 1					
Central Connecticut State Coll., New Britain, CT	2, 2	1,13				

Central Michigan Univ. Mount Pleasant, MI	22, 2					
Chadron State Coll., Chadron, NB	7, 1	9,15	13,99	12, 5	16, 4	15, 1
	1,13					
Chatham Coll., Pittsburgh, PA	3, 1					
Chattanooga State Tech. Institute, Chattanooga, TN	10,99	16,12	12,13	24,99	1,13	
Chesterfield-Marlboro Tech. Coll. 8, Cheraw, SC	17,11	13, 4	12, 6	12, 5	12,18	9, 1
	20, 1					
Cheyney State Coll., Cheyney, PA	2, 9	20,13	12,13	15,13	6,12	4,12
	5,13					
City University of New York, New York, NY	12, 7	17, 6	17, 8	12,13		
Clackamas Community Coll., Oregon City, OR	4,14					
Clinton Community Coll., Clinton, IA	1, 1					
Coastline Community Coll., Fountain Valley, CA	5,15	7, 1				
Coe College, Cedar Rapids, IA	2,10	3,13	13, 4			
College of Alameda, Alameda, CA	4,10	12,20	2, 1	1, 9		
College of Charleston, Charleston, SC	3, 9	4, 9	5, 9	6, 9	10, 9	
College of Lake County, Grayslake, IL	1,13	4,12	8,12	10, 7	11, 8	12,12
	14,99	15,99	17,12			
College of New Rochelle, New Rochelle, NY	4,12	20,12	2,13			
Coll. of Notre Dame of Maryland, Baltimore, MD	3,12	20,12	6,12	7,14		
College of St. Benedict, St. Joseph, MN	1,14	9,14				
College of St. Francis, Joliet, IL	6, 1	7,10	16, 6			
College of St. Scholastica, Duluth, MN	7, 1	9,15	3, 1			
College of the Ozarks, Clarksville, AR	7, 4					
College of the Redwoods, Eureka, CA	3,10					
Columbus College, Columbus, GA	9,15					
Cooper Institute, Inc., Knoxville, TN	21, 1	21,11				
Cornell College, Mount Vernon, IA	1,10	2,10	3,10	4,10	5,10	7,10
	9,10	10,10	11,10	13,10	15,10	18,10
	20,10	12,10				
Corning Community Coll., Corning, NY	1, 9	16, 1	4,13			
Crowder Coll., Neosho, MD	4,11	3,20	9,15			
Cumberland Coll., Lebanon, TN	1,13	2,13	3,13	4,13	5,13	6,12
	9,13					
Cumberland County Coll., Vineland, NJ	1,13	2,11	4, 6	7, 2	11,99	12,18
	17,11	20, 1				
Dakota Wesleyan Univ., Mitchell, SD	15,12					
Dallas Baptist Coll., Dallas, TX	16, 1					

Danville Junior Coll., Danville, IL	12, 4					
Delta State Univ., Cleveland, MS	1,15	1, 1	2,11	5, 1	7, 1	9,15
	16, 1	19, 1	1,15			
Drake Univ., Des Moines, IA	1, 4	2,13	4, 2	5, 2	6, 2	7, 2
	9,15	10,14	13, 6	15,99	16, 6	17, 9
	19,99					
Drew Univ., Madison, NJ	7, 2					
Durham County Community Education Program, Durham,NC	5, 2					
Eagleville Hospital, Eagleville,PA	13,16					
East Central Junior Coll., Union, MO	1,13					
East Stroudsburg State Coll., East Stroudsburg, PA	8, 1	24, 1				
Eastern Michigan Univ., Ypsilanti, MI	7, 1	18,12	4, 9	3, 1		
Edinboro State Coll., Edinboro, PA	1,13	2,13	3,13	4,12	5,13	6,12
	8,12	9,13	10,12	13,12	14,99	15,12
	16, 1	20,99				
EHUD International Language Foundation,Walnut Creek,CA	1, 1	12, 1	13, 1	20,12		
El Paso Comm. Coll., Colorado Springs, CO	22,14					
Elizabethtown Comm. Coll., Elizabethtown, KY	4,13					
Fairleigh Dickinson Univ. Rutherford., Rutherford, NJ	9,99	7,13	12,12	13,13	12,18	
Fayetteville Tech. Institute., Fayetteville, NC	17,11					
Florida Keys Comm. Coll., Key West, FL	9, 4	4, 2	1, 1			
Florida State Univ., Tallahassee, FL	3, 9					
Franklin Univ., Columbus, OH	1, 4	7, 4				
Gannon Coll., Erie. PA	4, 9					
Grambling Coll., Grambling, LA	4, 9					
Grand Valley State Coll., Allendale, MI	7, 4	1, 1				
Grayson County Coll., Denison TX	13,15					
Hagerstown Junior Coll., Hagerstown, MD	4,14	10,12				
Herbert H. Lehman Coll., Bronx, NY	13,20	12,15	12,20			
Hollins Coll., Hollins College, VA	22,14					
Holy Names Coll., Oakland, CA	4, 6					
Holyoke Community Coll., Holyoke, MA	4, 9					
Honua Hawaii, Hilo, HI	25,99					
Houghton Coll., Houghton, NY	1,20					
Idaho State Univ., Pocatello, ID	7, 1	12, 6				
Indiana Univ., Richmond, IN	26, 1					
Indiana Univ.-Purdue Univ., Indianapolis, IN	7, 2					
Institute for Learning, Philadelphia, PA	6,12	11,12	4,12			
Inter American Univ.of Puerto Rico., San Juan, PR	13, 1					

Iowa Lakes Community Coll., Estherville, IA	12,18					
Iowa Methodist School of Nursing, Des Moines, IA	1, 7	24,14				
Jackson Community Coll., Jackson, MI	4,13					
James Sprunt Institute, Kenansville, NC	1,13	6,11				
Jefferson Community Coll., Watertown, NY	1, 1					
Jefferson County Tech. Inst. Steubenville, OH	1, 4					
John A. Logan Coll., Carterville, IL	1, 1					
John Tyler Community Coll., Chester, VA	12,20					
Johnson Bible College, Knoxville, TN	99, 3					
Kankakee Community Coll., Kankakee, IL	24,14	1,13	1, 4			
Kansas Newman Coll., Witchita, KS	12, 1					
Kansas State Coll. at Pittsburg, KS	4,12					
Kent State Univ., Kent, OH	7, 4					
Keuka Coll., Keuka Park, NY	1,14					
Laboure Junior Coll.,Boston, MA	16, 6					
Lake Region Junior Coll., Devil's Lake, ND	26,13	7,13				
Lewis Univ., Lockport, IL	7,18					
Lima Technical Coll., Lima, OH	10, 7	7, 4				
Lincoln Land Community Coll., Springfield, IL	3,12					
Lincoln Univ., San Francisco, CA	7, 4					
Linfield Coll., McMinnville, OR	7, 4	16, 1				
Longview Community Coll., Longview, WA	1,13	12, 4	4,14			
Lower Columbia Coll., Longview, WA	9,19	12,15	4,14	6, 2	1,13	4,11
	12, 4					
Loyola Univ., New Orleans, LA	13, 6					
Loyola Univ., Chicago, IL	1,13					
Lutheran Deaconess Hospital, Minneapolis, MN	99, 1					
Madonna Coll., Livonia, MI	7, 4					
Manhattanville, Coll., Purchase, NY	17, 9					
Marquette Univ., Milwaukee, WI	1,13					
Mars Hill Coll., Mars Hill, NC	7, 4					
Marylhurst Education Center, Marylhurst, OR	16, 1					
Marywood Coll., Scranton, PA	22, 1					
McCook Community Coll., McCook, NB	20, 1					
McNeese State Univ., Lake Charles, LA	7, 4	15, 4	5, 4			
Memphis State Univ., Memphis, TN	10, 7	2,14				
Mercyhurst Coll., Erie, PA	9, 4					
Methodist Hospital School of Nursing,Memphis, TN	1, 7	9, 1				

Metropolitan State College, Denver, CO	14,99	12,12	1,13	13,12	9,12	8,12
	5,13	6,12	17,12	3, 9	2, 1	
Miami Dade Community Coll., Miami, FL	13,12					
Michigan State Univ., East Lansing, MI	2, 4	4, 4	9, 1			
Millsaps Coll., Jackson, MS	1,13	2,12	3,14	4,14	5, 1	7, 1
	8,14	9, 2	12,18	15,13	20, 1	
Missouri Southern State Coll., Joplin, MO	6,15					
Monmouth College, West Long Branch, NJ	1, 4					
Montclair State Coll., Upper Montclair, NJ	22, 9	6,13				
Monterey Peninsula Coll., Monterey, CA	99,13					
Moorhead State Coll., Moorhead, MN	23, 7	23,16	6, 2			
Moorpark Coll., Moorpark, CA	99, 1					
Morgan State Coll., Baltimore, MD	3,13	20,10	7, 4	16, 6	14,99	
Mount Marty College, Yankton, SD	16, 1					
Mount St. Mary's Coll., Neuburgh, NY	3,13					
Mundelein Coll., Chicago, IL	6,12	1, 1	15, 1	16, 1	7, 4	
North Carolina State Univ. at Raleigh, Raleigh, NC	15, 2					
Nassau Community Coll., Garden City, NY	22,13					
Nathaniel Hawthorne Coll., Antrim, NH	1,10					
Nat'l.Coll. of Education-Urban Campus, Wheaton, IL	12, 2					
New Mexico State Univ., Las Cruces, NM	3,13					
New York Institute of Tech., New York, NY	24, 1					
Niagara County Community Coll., Sanborn, NY	19, 6	2,13	7, 4			
North Texas State Univ., Denton, TX	2,10	3,10	4,10	13,12		
Northampton County Area Comm. Coll., Bethlehem, PA	25,14	13,15				
Northern Kentucky State Coll., Highland Heights, KY	4, 1	1, 4				
Northern State Coll., Flagstaff, AZ	3, 9					
Northland Coll., Ashland, WI	12,13	9,13	1,12			
Northwest Missouri State Univ., Maryville, MO	12, 2					
Oakland Univ., Rochester, MI	12,10					
Ohio Univer., Athens, OH	16,13	12, 4	16,20			
Oklahoma State Univ., Stillwater, OK	15,18					
Open Bible College, Des Moines, IA	13,20					
Oregon Coll. of Education, Monmouth, OR	5, 2	7, 5	4,12	3,13	13,99	20,12
	13, 1	12,99	12, 5			
Our Lady of the Lake Coll., San Antonio, TX	1, 1	7, 4	16,13	3,13	5,13	
Owensboro Junior Coll. of Business, Owensboro, KY	7, 4					
Pacific Northwest Labor Coll., Marylhurst, OR	1,99	12, 6				
Paine Coll., Augusta, GA	7,12					

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Paris Junior Coll., Paris, TX	4,12	17,11				
Parkersburg Community Coll., Parkersburg, WV	2, 1	24,14	19, 4			
Pennsylvania State Univ., University Park, PA	4,12					
Philadelphia Coll., of Bible, Philadelphia, PA	2,13					
Philadelphia Coll. of Textiles, Philadelphia, PA	12, 6					
Portland State Univ., Portland, OR	1, 6					
Queen's College, Charlotte, NC	13, 1					
Quincy College, Quincy, IL	12, 6					
Randolph-Macon Coll., Ashland, VA	16,14					
Rhode Island Coll., Providence, RI	13,10	16,01	3,13			
Rice Univ., Houston, TX	12,15					
Roane-State Community Coll., Harriman, TN	7, 4	4,19	6, 4			
Roberts-Walsh Business School, Union, NJ	7,12	18,99	6,12	9,12	16,99	
Rochester Institute of Tech., Rochester, NY	1, 6					
Rock Valley Coll., Rockford, IL	4,14					
Rocky Mountain Healing Arts Institute, Boulder, CO	4, 9					
Russell Sage Coll., Troy, NY	1,13	3,13	5,12	7,10	8,12	10,12
	11,12	14,99	16, 1			
Saint Mary's Coll., Winona, MN	12, 4					
Salem Coll., Winston-Salem, NC	3, 9					
Salem Community Coll, Penn's Grove, NJ	10, 8					
Samford Univ., Birmingham, AL	1,99					
Santa Ana Coll., Santa Ana, CA	16, 9	4,14	6, 1	8,14		
Schoolcraft Coll., Livonia, MI	1, 2					
Siena Coll., Loudonville, NY	2,11					
Siena Heights Coll., Adrian, MI	1,13					
Silver Lake Coll. of the Holy Family, Manitowoc, WI	3,19					
Simmons Coll., Boston, MA	12,14	16, 1				
Slippery Rock State Coll., Slippery Rock, PA	1,13					
Somerset Community Coll., Somerset, KY	8,14					
Sonoma State Univ., Rohnert Park, CA	4,13					
South Dakota State Univ., Brookings, SD	3,13	25,12	4,13			
South Forty Corporation, New York, NY	17,99					
Southeastern Louisiana Univ., Hammond, LA	2, 1	9,15	5, 1			
Southern Colorado State Coll., Pueblo, CO	1, 1	2, 1				
Southern Illinois Univ., Edwardsville, IL	12, 7	12,15				
Southwestern Union Coll., Keene, TX	99, 1					

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St. Augustines Coll., Raleigh, NC	1,13					
St. Cloud State Coll., St. Cloud, MN	10,10	12, 4	20,99			
St. John's Hospital School of Nursing,Springfield,MO	1, 1					
St. Josephs Hospital School of Nursing, Marshfield,WI	1,13					
St. Lawrence Univ., Canton, NY	9,20	7,16				
St. Mary Coll., Leavenworth, KS	7, 4					
St. Pauls Coll., St. Paul, MO	7,20					
State Univ. of New York, Stony Brook, NY	6,18	13, 1				
State Univ. of New York, Brockport, NY	16, 1	7,13	3, 9	8, 1		
State Univ. of New York at Albany, Albany, NY	7,12	4,12				
State Univ. of New York, Cortland, NY	5,12					
Stephen F Austin State Univ., Nacogdoches, TX	13, 5	2, 2	5, 2	26, 5		
Stormont-Vail School of Nursing, Topeka, KS	4,13					
SUNY at Buffalo, Buffalo, NY	3, 1	12, 6				
SUNY Coll. at Buffalo, Buffalo, NY	12,99					
Suomi Coll., Hancock, MI	1, 9					
Texarkana Coll., Texarkana, TX	1,13					
Texas A & I Univ., Kingsville, TX	2,13	5, 5	14, 5	9,15	14,16	7,18
	12,18	10,13	13,16			
The Ohio State Univ., Columbus, OH	6, 9	1,12	1,13	7,10	26,13	
Thomas A. Edison Coll., Trenton, NJ	4, 1	2, 6	13, 6	16, 1		
To Educate The People Consortium, Detroit, MI	1, 4					
Towson State Coll, Towson, MD	6,12	7, 2	13, 1			
Trevecca Nazarene Coll., Nashville, TN	12, 5	10, 7	16,13			
Trinidad State Junior Coll., Trinidad, CO	1,11					
Tufts Univ., Medford, MA	2, 2					
Tulsa Junior Coll., Tulsa, OK	3,14					
Univ. of Illinois, Urbana, IL	3,13	6,12	10,12	12,13	13,12	
Univ. of Wisconsin, Green Bay, WI	9,14	16, 1	13, 1	24, 1		
Univ. of Alabama-Univ. Coll., Birmingham, AL	8, 4					
Univ. of Connecticut, Storrs, CT	13, 2	2,15	3, 2			
Univ. of Delaware, Newark, DE	18, 2					
Univ. of Louisville, Louisville, KY	18,99	14,99	1, 6	13,13	18, 6	12, 6
	7, 3	2,17				
Univ. of Maryland, Westminster, MD	9,15					
Univ. of Massachusetts, Boston, MA	3, 9					
Univ. of Miami, Coral Gables, FL	9, 8					
Univ. of Michigan, Ann Arbor, MI	2, 1	9, 1				
Univ. of North Carolina, Greensboro, NC	1,13	15, 1	10, 1			

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Univ. of Oregon, Eugene, OR	5,13					
Univ. of Rhode Island, Kingston, RI	13, 6	4, 1	20,99			
Univ. of Sarasota, Sarasota, FL	1, 4	7, 5				
Univ. of South Carolina, Sumter, SC	9,99	3,12	7, 4	1,13		
Univ. of South Alabama, Mobile, AL	12, 1					
Univ. of South Carolina, Columbia, SC	7, 4	7, 1	10,13			
Univ. of South Florida, Tampa, FL	1, 6	4, 1	3, 6	14,99		
Univ. of Southern California, Los Angeles, CA	1, 4					
Univ. of Southern Colorado, Pueblo, CO	1, 1	2, 1				
Univ. of Wisconsin, Superior, WI	7, 1	3,10	15,10			
Univ. of Akron, Akron, OH	10, 7	11, 5				
Univ. of Alaska, Fairbanks, AK	5, 2					
Univ. of Arizona, Tucson, AZ	3, 1	10,14	4,15	10, 6	7,15	12, 4
	4,14					
Univ. of California, Santa Barbara, CA	17,14					
Univ. of California, Los Angeles, CA	1, 1	12, 7	4,12	17,99		
Univ. of Cincinnati, Cincinnati, OH	1,12	2,13	4, 4	6,12	7, 4	8,10
	9,15	12, 1	16, 7	19,99	5, 1	3,10
Univ. of Illinois-Chicago Circle, Chicago, IL	12, 7	4,14				
Univ. of Kansas, Lawrence, KS	7, 2					
Univ. of Maine, Farmington, ME	12,11					
Univ. of Minnesota, Morris, MN	9, 2					
Univ. of Minnesota, Minneapolis, MN	15, 1					
Univ. of Missouri, Kansas City, MO	8, 1					
Univ. of Montevallo, Montevallo, AL	1, 2	5, 2				
Univ. of Nebraska, Lincoln, NB	4, 4	1, 4	2, 4	3, 2		
Univ. of Nebraska, Omaha, NB	1,10	2,11	3, 1	4, 1	5, 9	6, 1
	8,12	10,12	12,10	25,12		
Univ. of Nevada, Reno, NV	11,99	10,12	3, 9			
Univ. of Nevada, Las Vegas, NV	1, 2					
Univ. of New Mexico, Albuquerque, NM	1,13	3,10				
Univ. of New Orleans, New Orleans, LA	5, 4					
Univ. of North Dakota, Grand Forks, ND	3,13					
Univ. of Northern Iowa, Cedar Falls, IA	6, 2	12, 1	1,13	13,10		
Univ. of Tennessee, Knoxville, TN	17,11					
Univ. of Tennessee, Chattanooga, TN	7, 4	3, 9				
Univ. of Texas, Austin, TX	3, 9					
Univ. of Wisconsin, Eau Claire, WI	22,13					
Univ. of Wisconsin, Stout, WI	1,13	7,13				

Valley City State College, Valley City, SD	6, 1					
Vermont Community Coll., Montpelier, VT	1, 1					
Villa Maria Coll., Erie, PA	1,12					
Villanova Univ., Villanova, PA	4,13					
Virginia State Coll., Petersburg, VA	1,13	7, 4	9,15	13, 4	16, 4	
Viterbo Coll., Lacrosse, WI	99, 4	13,10	7, 4	19, 4		
Volunteer State Community Coll., Gallatin, TN	4,14	19,13				
Warner Pacific Coll., Portland, OR	1, 1					
Washburn Univ., Topeka, KS	1, 2	3, 1	8, 2			
Waubonsee Community Coll., Sugar Grove, IL	25, 1					
Wayne Community Coll., Detroit, MI	12,99	1,13	7,15			
Webster Coll., St. Louis, MO	1,13					
Wenatchee Valley Coll., Wenatchee, WA	7,13					
Wentworth Institute, Boston, MA	12,18					
Wesleyan Univ., Middletown, CT	2,10	5, 1	7, 2	9, 2	13, 5	18, 2
	19, 5	20, 2				
West Chester State Coll., West Chester, PA	1,13	20, 1	9,15	5, 1		
West Liberty State Coll., West Liberty, WV	20,13	2,13	5,13	7,13	13,12	16,12
	17,11	18,12				
Western Connecticut State Coll., Danbury, CT	4, 9					
Western Dakota Vocational Tech., Sturgis, SD	10,14	1, 1	17,11			
Western Kentucky Univ., Bowling Green, KY	3, 2					
Western Michigan Univ., Kalamazoo, MI	13,18					
Westminster Choir Coll., Princeton, NJ	12,18					
Westminster Coll., Salt Lake City, UT	16, 1	26, 6				
Wichita State Univ., Wichita, KS	3,10	9,10				
Wilkes Community Coll., Wilkesboro, NC	10, 7	3, 9	11, 8	17,11		
William Carey Coll., Hattiesburg, MS	7, 6					
Williamsport Area Community Coll., Williamsport, PA	5, 1	24, 1				
Winona State Coll., Winona, MN	4, 1	10, 1	6, 1	1,13	5,12	2,12
Winthrop Coll., Rock Hill, SC	15,13	3,13	9,15			
Wright Coll., Chicago, IL	4,14	15,14	3,13			
Wright St. U-W Ohio, Dayton, OH	22,14					
Yuba Community Coll., Marysville, CA	12, 4	13,15	25, 1			
YWCA. Baltimore, MD	4,14					

ATTRACTING AND RETAINING ADULT LEARNERS

(ARAL)

This publication is based on the findings of a nationwide survey, "Attracting and Retaining Adult Learners" (ARAL). This survey was designed to identify, analyze, and catalog campus practices that have been successful with adult learners. Special appreciation is extended to the survey directors for the design of the study and the construction of the survey instrument. Without their foresight, initiative, and thoughtful contributions, this publication would not have been possible. The following individuals served as ARAL survey directors:

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